

THE AMERICAN STATIONER

DEVOTED TO THE INTERESTS OF THE STATIONERY AND FANCY GOODS TRADE

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NEW YORK AND CHICAGO, AUGUST 26, 1911.

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LOOSE-LEAF SIZES

There Are Too Many of Them Already, Considering Average Requirements of the Consumer—What a Manager Says.

THAT a great deal of bad service in the filling of loose leaf orders by the dealer results directly from his inability to carry in stock the complete line catalogued by the manufacturer, is being recognized more and more, according to some of the most wide-awake sales directors in the business. According to W. C. Bardenheuer, New York sales manager for the Boorum & Pease company, the real trouble is that the manufacturer has not analyzed the actual requirements of the consumer.

ONLY FIVE SIZES NEEDED.

"Instead of eight or ten sizes, there are only five needed to meet the average demand," says Mr. Bardenheuer. "It is simply impossible for the average dealer to carry in stock a full line of loose leaf goods, based on the present varieties of stock sizes. In the first place, it ties up too much money. In the next place, the consumer, through the failure of the manufacturer to *standardize* his line according to the real demand alone, is continually installing loose leaf systems calling for odd-size sheets.

OPINION NOT BASED ON THEORY.

"Mind you, I am basing these opinions, not on a theory, but on a series of records running over a long period of time. As a result of our investigations, the Boorum & Pease Loose Leaf Book Company will list in its forthcoming catalogue *only five* stock sizes in loose leaf binders and transfers for ledger purposes:

8¼ x 13⅞ inches	11¼ x 11⅞ inches
9¼ x 11⅞ "	11¼ x 13⅞ "
9¼ x 13⅞ "	

"Every dealer would naturally like to carry as complete a line as possible,"

says Mr. Bardenheuer. "He doesn't want dead items on his shelves, and yet he knows that he can't carry just the good sellers. We think it is up to the manufacturer to help the dealer by educating the consumer in the selection of recognized *stock sizes*. The fewer of these there are, the better, so long as they take care of the normal demand. We expect, of course, always to make a great many specials, and our factories are equipped accordingly, but we are positive that a great many special orders can be eliminated, with great benefit to both dealer and consumer, and, therefore, to the manufacturer as well."

Mr. Bardenheuer is a member of the Loose Leaf Committee of the National Association of Stationers, and undoubtedly this subject will receive considerable attention at the forthcoming convention at Buffalo.

Revised Prices on Rubber Bands

(From our Regular Correspondent.)

CHICAGO, August 23, 1911.—The National Catalogue Commission has been working on a revision of its bulletin on rubber bands and has given out the following prices which have been recommended on bulk bands:

One pound in a carton:

In lots of less than five lbs.	\$2.90 per lb.
In lots of five lbs.	2.70 " "
In lots of ten lbs.	2.50 " "

One-quarter pound in a box:

Less than one lb.	\$0.85 per box
In lots of less than five lbs.	3.00 per lb.
In lots of five lbs.	2.80 " "
In lots of ten lbs.	2.60 " "

One ounce in a box, sixteen boxes in a carton:

In lots of one ounce.	\$0.25
In lots of one lb.	3.50

THOMPSON.

In order to be a success a trade paper must help its subscribers—Let us know how we can serve you.

GETTING AT COSTS

New York Stationers Respond to Invitation of Their Publicity Committee to Do Some Thinking on the Subject.

THINKING in August is not done willingly by stationers, or for that matter by any class of business men. For that reason the response of the members of the Stationers' Association of New York to the invitation of their publicity committee to do some *thinking* on the subject of costs is little short of remarkable. The fact is that the committee did not even hope for replies at this time, the letter sent out being more in the nature of a suggestion that the subject of costs would be a good one for the trade to do a little *thinking* on during the dog days. Later on, after the first letter had prepared their minds for a something more on the same subject, the committee had planned to invite a discussion of certain features of cost findings. This would, it was hoped, lead to expressions of opinions as to what constituted "cost"—and this is just what the committee wants. For once the items are agreed upon, there will not be much trouble in drawing up a working cost sheet for stationers.

The replies received to the "thinking" suggestion are both numerous and valuable as they show that many of the stationers have thought out the problems connected with the cost of doing business and have in most cases, arrived at definite conclusions. This familiarity with the subject pleases the members of the committee very much, as it lessens the amount of missionary work the committee thought necessary.

Now, as it is evident that the New York stationers, regardless of membership in the Association are deeply interested in knowing just how much money they have got to take in before they get any for themselves, it would not be surprising if the committee offered to give the stationers something further on the subject in the near future. Let the good work go on.

EARLY FALL BOOM

St. Louis Stationers Expect One—The "Made in St. Louis" Week a Big Success—Preparing for Trip to Buffalo.

(From Our Regular Correspondent.)

St. Louis, August 22.—From present indications an early fall boom in the stationery business world is rapidly approaching. After an usually dull summer trade, things are starting to stir this month, which is a little earlier than usual. The stationers in St. Louis have had ample time during the quiet months to make plans and preparations for the coming year. Many have rearranged their stocks, putting them in good condition and otherwise improving their stores. Practically all the stationers summered at home this year, with the anticipation of taking their lay-off in Buffalo next fall at the national convention. Preparations for the trip are progressing nicely, and St. Louis expects to attend this year stronger than ever.

Mr. Wantz, of Skinner & Kennedy Stationery Co., visited his home at Toledo, Ohio, the first week this month, but is now back on the job again. He also expects to attend the Buffalo convention.

Mr. Boorum, of Boorum & Pease Loose Leaf Book Co., is spending this week in the city, overseeing the management of the company's factory. Mr. Boorum intends to spend one week of every month in St. Louis. Everything is running smoothly at the factory and several important changes for the betterment of the service are being made.

F. W. Riske, of the Boorum & Pease Co., returned from Europe some time ago, where he had gone in the interest of his firm. He was instrumental in building up a good business for B. & P. goods in England and France.

ADVERTISING LEAVISON'S INKS.

Leavison & Blythe Mfg. Co., makers of "Leavison's" inks since 1877, have inaugurated an advertising campaign to further the sale of their inks. The company is also doing missionary work in St. Louis and nearby fields and is reaping good results. Frank W. Palmer, president of the company, is an enthusiastic booster of the St. Louis Stationers' Club.

Several stationers, who run printing plants in connection with their store, have arranged to go to Denver, Col., on September 2, to attend a printers' convention, which convenes there.

John McLean, a pioneer stationer of this city, has accepted a position with the A. H. Weyers Printing Co. Mr. McLean was president of the McLean Printing Co., which was recently thrown into bankruptcy.

A SWINDLER ABROAD.

The H. J. Reuter Printing Co. wishes to warn the stationery trade against a swindler by the name of Dorriss, who has operated among stationers through the country. His scheme is to apply for a position as traveling salesman, and after receiving advance expense money, disappears.

"MADE IN ST. LOUIS" WEEK.

This week here is called "Made in St. Louis" week, and all the stationers are showing the products of St. Louis factories. It is surprising to know the large number of different items in the stationery business that are manufactured in St. Louis. The goods of the St. Louis Letter File Co. occupy a prominent position in the trade windows. These people manufacture a complete line of box files and other filing appliances and supplies. In a few months the company will issue a complete catalogue and can make a very attractive proposition to the trade. The members of this firm have been making cigar boxes for a number of years, and the experience obtained is helping materially in their new venture.

Among the traveling men who visited St. Louis recently were: Will M. Martin, of the Consolidated Card Co.; C. H. Berry, of Shaw Walker Co., C. K. Wadham, of Z. & W. M. Crane; R. G. P. Bugg, of Frank A. Weeks Mfg. Co., and S. E. Walker, of Goodrich Rubber Co.

Among the numerous card of coming traveling men are: R. B. Sainberg, of L. Sainberg & Co.; Angy B. Thomas, of E. Faber; Harry Heyman, of Eagle Pencil Co.; Alf. S. Richter, of American Pencil Co., and George W. Marsh, of Globe-Wernicke Co. SOUTHWEST.

Sale of School Books in Ohio

DAYTON, O., August 23.—According to Attorney General Hogan, the State School Book Commission cannot compel the publishers to sell their books at a 40 per cent. discount, unless their contract with the State has expired. While this ruling apparently works for the benefit of the publishers, it will not conflict with the ruling of the State Commission.

Demands from boards of education in all parts of the State are being received, asking that some kind of a compromise be effected with the book publishers, as they are being held back in the purchase of their books, and as the time for the opening of school draws near, it is causing considerable inconvenience. Governor Harmon, with State Secretary Graves, are strong in holding out for the full discount, but State School Commissioner Miller is said to favor a compromise, as he is compelled in his position to bear the butt of the blame, and he is anxious to see the matter settled.

The "Mikado" Greet Togo

To receive the card of his beloved emperor, whom he left in the Flowery Kingdom weeks ago, when he started for America, was one of the unexpected pleasures of Admiral Togo while stopping at a leading hotel in New York last week.

After the first feelings of surprise were over at the sight of the card bearing the likeness of the emperor, the little admiral had it explained to him that the card was that of a pencil manufacturing company which, in its search for an appropriate name for one of its leading products, selected that of the "Mikado" as the ruler of the brave Japanese is reputed to embody all the virtues being the "Child of the Sun," in the eyes of his people.

With the card referred to there was a package, which, upon being opened and examined, brought forth the following acknowledgment of thanks from the admiral:

Eagle Pencil Co., New York.

Gentlemen: In behalf of the Admiral, I thank you for your kindness in sending him a gross of your well-known pencils.

With regard, yours very truly,
(Signed) N. TANIGUCHI.

Comdr. I. J. N., A. D. C. to
Admiral Togo.

New York City, U. S. A., August 15.

Flat Binding of Magazines

For a long time publishers of magazines have wrestled with the problem of binding their output so that when it was held in the hand or laid on a table, for instance, the magazine would lie flat instead of having to be forced open with both hands. The World's Work has solved the problem by installing machines that will do this, and beginning with the October issue the periodical will have flat binding, making the magazine as easy to handle as a well-bound book.

In discussing the situation recently one of the publishers' trade papers said:

"Of course at the present prices book stitching is quite out of the question. The wire stitch used is serviceable and much cheaper, and would be quite satisfactory if properly done. The trouble is with the inner margins of the pages. Book stitching would save nearly all of this margin, while the wire stitch takes up a quarter of an inch or more of it, and so binds another quarter of an inch as to make it difficult for the reader to see the inner margin of the type."

The World's Work editors point out that to take from the outer margin of the page to give more room to the inner margin might help the situation some, but they believe that the new machine, which will give their magazines a regulation flat binding will give every reader full satisfaction and will meet with hearty approval.



Our papers are also supplied by Eaton, Crane & Pike C o., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

The **Dealer** as a middleman **needs** the co-operation of the manufacturer. **We** have always **needed** the dealer, hence have always protected him. Today more than ever we protect you against the inroads of the "direct to consumer" policy.

TYPEWRITER RIBBONS and CARBON PAPER

We can supply your **needs** in every case as **our line** is **unlimited**. We fill every requirement.

MITTAG & VOLGER, Inc.

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BERLIN'S Cards, Mourning Papers, Writing Papers, Typewriter Papers, Papeteries, Tablets and Initial Papers represent taste and refinement in polite correspondence.

The Initial Papers are all stamped by hand with a steel hand-engraved die, and as a result you have the finest workmanship it is possible to produce at much less than it would have cost to have done it as a "special order."

NO WAITING :: :: NO DELAY

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SALESROOMS: 547 WEST 27th ST.



Reorders prove that quick sales pay

COMPANY

AND 136 WILLIAM ST., NEW YORK

STAPLE ENVELOPES OF EVERY DESCRIPTION

THE HOME OF THE TALLY CARD

ENVELOPE GUMS

They Should Receive More Attention—The Arrangement of the Kettle—Making the Seal Lie Flat—Degree of Heat.

By J. M. NICOL.*

The importance of gum in an envelope factory can scarcely be over-stated, and yet it sometimes gets scant attention. No one can point exactly to a gum and say that it should be cooked in just such a way. The conditions in the various factories into which a gum goes are different, and this difference requires an intelligent adjustment. The appliances that are used to handle gums will differ in almost every factory. Most firms use the jacketed kettles, and many of them pass the steam through water in the jacket. However, the differences in the width and depth of a kettle make a difference in the cooking of the gum, but once a recipe has been worked out, the same results should be had day in and day out.

THE COOKING KETTLE.

Jacketed kettles have given satisfaction where they are used, and no doubt can be classed as a good apparatus. We, however, have made a change in our cooking tank. Instead of using a jacketed kettle, as we did for years, we have simply had a wooden tank put in place with a steam coil going around the inside of it, and a simple stirrer in the center. The cost of a kettle would be a small amount to an envelope manufacturer, if it was a question simply of cost, but this coil arrangement has been better, as far as our experience goes, than a jacketed kettle, and the first cost of it is about \$45.

There is also a difference in tapioca gums,

*A paper read at the last meeting of the American Envelope Manufacturers' Association.

and the difference in them is largely in their solubility. As far as our experience goes, we prefer a gum that is not quite so soluble, as, for instance, the ordinary potato dextrine would be. It seems that a very soluble dextrine is more apt to cotton on the machine, and a gum that is not so soluble is softer, works cleaner on the machine and sticks fully as hard as a very soluble gum. A gum like this, however, requires longer cooking and therefore more care in handling.

MAKE ENVELOPE SEAL LIE FLAT.

In order to make the envelope seal lie flat, two softeners have been used, glucose and glycerine. We think most envelope makers are using glucose in preference to glycerine, and for this reason, that glycerine will never absolutely dry, and will draw moisture in damp places and in warm climates. Glycerine, after a number of months, will change the color of the gum to a kind of rusty shade. Glucose, on the other hand, will not change, and can be used under any circumstances.

In regard to the heat that the gum should be cooked at, we do not believe that any gum in the market should be cooked at above 210 degrees Fahr. Any temperature above that will tend to harden the gum and make it crack on the seal.

The best aid known to gums for bonds, etc., is acid. Muriatic acid does not seem to have the objectionable smell of acetic acid, and seems to penetrate the paper better. About a tablespoon of muriatic acid to a quart of mucilage is, we believe, about the right proportions for this acid.

INFLUENCE OF SIZING IN PAPER.

The sizing of paper has an important effect on the sticking properties of the gum; for instance, alum is used largely as a sizing in paper making, and it has well-known waterproofing qualities. As an experiment, take equal parts of alum and

sugar of lead, dissolve separately and mix, and with this solution you can waterproof cloth which you can see through, and it will hold water. Resin, too, is an important article in the sizing of paper. This will not mix with water unless with the aid of alkalis. It would help the sticking properties of the gum if the sizings in the paper were cut down to the smallest possible amount.

Playing Card Sales

When asked about the playing card situation this week, David A. Moir, in charge of playing card sales for the American Bank Note Co., 72 Broad street, New York, said:

"Speaking for our company I can say that our sales for August will triple those of last August, as our salesmen have been doing a remarkable business. This is particularly true of our new salesmen in the East and Middle West; they have secured splendid results.

"Speaking generally, I should say that the playing card outlook for the coming year is very bright indeed. Our numerous friends in all over the United States are constantly congratulating us on our splendid cards, the selling quality of which is increased by our policy which gives the jobber a legitimate profit.

"The best evidence of our success in this line is the fact that this company was forced to build a big new factory in the Bronx into which we are now busy moving. Into that factory we have put thousands of dollars worth of the most improved machinery in order to keep up with our growing business and the high standard of our goods."

Harcourt & Co., manufacturing stationers and engravers, of Louisville, have just sent out notices of their removal to elegant new quarters at 418 West Main street, that city.

FOR FINE CORRESPONDENCE OR FOR GENERAL BUSINESS USES

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EXPERIENCE

is the keystone of success in any business. It has contributed to make us the largest makers of high grade writing papers in America. If you sell correspondence, wedding or mourning stationery, papeteries, visiting cards, typewriter paper tablets, the result of our experience applied to your business will act as an additional factor in making it successful.

An examination of our line will convince you of its many good points.

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Makers of High Grade Papers

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MILLS: HOLYOKE, MASS.

TOWER MANUFACTURING & NOVELTY CO.

306-308 BROADWAY NEW YORK CITY, N. Y.

IF IT IS STATIONERY, WE HAVE IT

PERPETUAL EASEL CALENDARS

For 110 Years



- 2 B Calendars, 4 $\frac{7}{8}$ x 6 $\frac{1}{8}$ ". Fancy Brass relief, celluloid front, per dozen, \$7.20.
- 2 2 B Calendars, 4 $\frac{7}{8}$ x 6 $\frac{1}{8}$ ". Plain brass, celluloid front, per dozen, \$7.20.
- 9 S Calendars, 5 $\frac{1}{2}$ x 6 $\frac{3}{8}$ ". Red leather, celluloid front, per dozen, \$7.20.
- 1 S Calendars, 5 $\frac{1}{8}$ x 6 $\frac{1}{4}$ ". In white, red or green leatherette, celluloid front, per dozen, \$2.75.

We also carry a complete line of calendar pads and stands, Dove Diaries, imported line of diaries, daily reminders and personal record memorandum books. Write for price lists.



You Cannot Sell What You Haven't in Stock

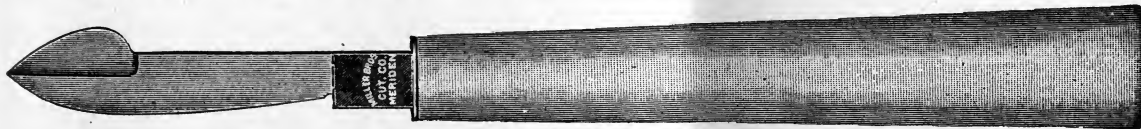
If you are not carrying a sample line of our

Cash Boxes, Bond Boxes, Document Boxes, Voucher Files, etc.,

it's up to you to put in a supply. Used everywhere for every purpose, the demand is constantly increasing. Our prompt service—uniform quality goods—Square Deal Policy—make our lines most desirable. FIFTY-FIVE YEARS AT IT—is one reason why you should send your orders to us.

Merriam Manufacturing Co., - Durham, Conn.

MILLER BROS.' INK ERASERS are the Standard



For sale by all leading Jobbers and Commercial Stationers

Made in
different shapes
and handles
of all styles.

Mammoth Circular Erasers

No. 2080 SPHERE



A big brother to the well known No. 1080—the same inimitable quality—the same shape—differing only in size. The increased erasing surface will be appreciated by those having much use for a typewriters' eraser.

ACTUAL SIZE
6 on a card—6 cards in a box

EBERHARD FABER, New York

EXPECT ACTIVITY

Philadelphia Stationers Looking for a Big Trade in School Supplies—Staple Lines Are Very Quiet as Yet.

(From Our Regular Correspondent.)

PHILADELPHIA, August 24.—The school trade has not yet begun with the retailers, but is, however, far from over with the jobbers. If the former realize their anticipations which have induced them already to buy very much heavier than last year, then the season, indeed, will be a prosperous one. The Charles Christeson Company, for example, reports an increase but a trifle under 15 per cent. this August, compared with last; George E. Mousley admits inability to fill many orders, and these two cases are not isolated, but, rather, are typical. Thus far only one of the five and ten cent stores has featured school supplies, but with next week the department stores will start in; and then, of course, the season will be on. The neighborhood stationers throughout the city, and especially the retailers in the country surrounding Philadelphia, have been buying in very large volume all during August, and quite a few re-orders are being received. In staple lines business is very, very quiet, and doubtlessly will remain so for the next week. September promises rather than August attainments are holding trade interest.

COHEN TO SETTLE ON 30 PER CENT. BASIS.

It is believed that the financial embarrassment of H. A. Cohen, the South street retailer, of whom report was made last week, will be settled on about a 30 per cent. basis. An offer of 20 per cent. was made, but declined, and then for 25 per cent. However, it is probable that the plans now being worked out by the largest creditors will make possible a dividend of but little less than one-third.

Fire caused much excitement, but little damage, last evening in the building at 6th and Filbert streets, occupied by Miller, Lyons & Co., stationery jobbers.

MR. BINKER OUT OF DANGER.

Wm. P. Binker, salesman for George E. Mousley, who underwent a major operation at the Jefferson Hospital last week, was reported this evening to have made such favorable progress that he was reported out of danger.

Herman Bitterlich, stationery buyer for the Charles Christeson Company, is off on a two weeks' vacation cruise.

R. Ward Carroll, who was in the city during the week for the Marcus Ward Company, reported a substantial gain in business, especially in his Southern territory.

W. B. Snyder, who was here for the White & Wyckoff Manufacturing Com-

pany, left town after a brief visit with an order list he declared to be far in excess of the August business of last year.

William R. Owens, formerly of the Stuart Brothers Company, and latterly of the Owens-Storer Company, is now on the road for the Marcus Ward Company.

Mr. and Mrs. Louis Levy made a successful, even though uneventful, trip from New York to Wildwood by auto last week, spent a few days with Mr. and Mrs. George E. Mousley, and returned to their home. E. R. G.

Small Capital and Cash Discounts

Communications still continue to reach us on the above subject. The following is one of the most interesting:

In the June number of *The Keystone* "Small Capital" has an article on cash discount in which he tells of difficulties, with the hope that someone might suggest a remedy. Failing to see any reply to the article and being impressed with the belief that the writer was honestly seeking relief from his difficulty, I have yielded to the impulse to answer.

"Small Capital" started with \$500, and now has a stock of \$8,000 and liabilities of \$1,800. Of course, he cannot discount his bills under such conditions unless he can borrow the money and pay it back as he is able to do so.

If to borrow the money presents so many difficulties that "Small Capital" doesn't care to try it, then there is, obviously, but one course left, and that is, stop buying anything except what is absolutely necessary. There is a cause for every condition, and the condition in which "Small Capital" finds himself has been brought about by over-buying. He has been increasing his stock faster than the business could pay for it.

To remove the trouble, remove the cause. It may seem somewhat harsh treatment, and it takes nerve to apply it, but the peace of mind and independence to be gained are well worth the effort.

My advice to "Small Capital" is to carefully take account of stock. He may find that of some things he has more than he needs. Make a special note of such and refrain absolutely from buying until he is forced to do so. Buy only staple goods. Let the selection be small, but choice. Buy only as you need the goods and not before, and then buy in small quantities. It doesn't take long to get more. The telegraph or telephone may be used if necessary. Keep this up until that \$8,000 stock has been reduced to about \$6,000, or until all liabilities are paid. Then get a few hundred dollars surplus in the bank and buy only what you know you can pay for. To do this a man must always know the amount of his stock, and what it consists of; also the amount of liabilities and cash on hand. No guesswork will do. He must

know the exact facts in order that he may act intelligently.

There is hope for "Small Capital" if he will follow the plan suggested. Of course, he will have to make some allowance for Christmas trade, but he need not go far astray even on this if he will be guided by his holiday business in the past and buy only such goods and in such quantities as he thinks he can use. He must plan to have his Christmas profits in the form of cash instead of merchandise.

This article is from one who started business on much less than "Small Capital," but who has always taken his cash discount and has accumulated a good stock and a large surplus in addition.—The Keystone.

Trade With Berlin, Germany

Germany with its 65,000,000 inhabitants, highly cultured and becoming more and more exacting in their wants, no longer restricted to the necessities of life, is now one of the best fields for the sale of all the latest improved machinery and labor-saving devices. The multitude of letters received daily by American consuls from American firms asking for assistance in the introduction of their goods is a further proof of the German market being a good one for the sale of American manufactures. For the purpose of aiding American manufacturers and business men in getting their goods into Germany and favorably placing the same, the American Association of Commerce and Trade was organized eight years ago by American business men doing business in the German Empire. The association, with offices in the Equitable building, 59-60 Friedrichstrasse, Berlin, is carried on as an American Chamber of Commerce, with its Board of Directors and its committees doing an unselfish work in aiding American manufacturers.

The secretary, George S. Atwood, for the past twenty years in close touch with the German business world and the German government departments, is able to promptly answer all inquiries and save time in the establishment of American branches.

The association is a hustling one, as frequently evidenced by the gathering of business men at its fine quarters and at a very recent date by its dinner given to its Hamburg members at Hotel Atlantic, Hamburg, when the American ambassador, the presiding burgomaster of Hamburg and Lubeck, the presidents of the chambers of commerce in these cities, and representatives of the Hamburg-American Line and Hamburg's leading bankers and financiers were present as guests of the association.

Send us in samples of your window show cards—Others would like to see them.

EXCLUSIVE PATTERNS

IN

School Bags, Pencil Boxes and Incidentals

FOR THE SCHOLAR

SPECIALTIES AND NOVELTIES FOR THE STATIONERY TRADE

A. L. SALOMON & COMPANY

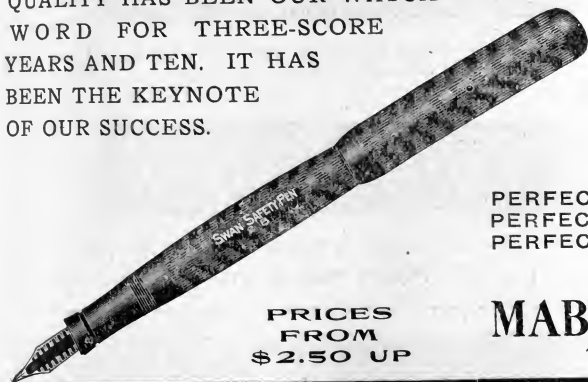
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PRICES FROM \$2.50 UP

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of your customer is of value to you. Gain that good will by selling him quality—the

"SWAN SAFETY"

PERFECT GOLD PEN.
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PERFECT SECURITY.

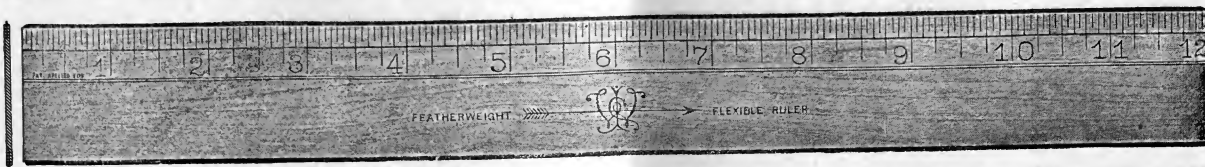
Mabie, Todd & Co.'s make. "Ladder" under feed. Gold top feed. Patent screw cap bottles the ink.

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THE FEATHERWEIGHT FLEXIBLE RULERS



Entirely New—Flexible Ruler, Check Cutter, Book Mark and Leaf Cutter. Made of carefully selected Hard Maple and White and Black "Flexite," a material more flexible than rubber. The Wholesale Trade handling these goods will be supplied with special imprint circulars descriptive of same.

WE SELL TO THE JOBBER ONLY.

WRITE FOR CIRCULAR AND PRICES.

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We Have Moved Our Brooklyn Factory and New York Office and Salesrooms to

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OUR NEW TELEPHONE NUMBER IS 7697 SPRING

A Complete Stock of All Numbers on Hand

GRESHAM BLANK BOOK COMPANY

"SUPERIOR" BLANK BOOKS

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"STRATHMORE QUALITY" TYPEWRITER PAPERS

A comprehensive line of the best Bond and Linen papers, including the famous "Strathmore Parchment," "Woronoco Bond," "Saxon Bond," "Tekoa Linen Bond" and others. In each grade there is an excellent assortment at Mill prices. Packed one ream (500 sheets) to a box—boxes being covered with brown glazed cover paper.

MANUSCRIPT COVER PAPERS of suitable weight and texture, packed 100 sheets to a box, are offered in a variety of tints and white.

Write Marcus Ward Company, General Selling Agents, for sample book and prices.

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General Agents
MARCUS WARD COMPANY
116-124 Thirty-ninth St.
BROOKLYN, N. Y.

NEW "RIVAL" SELF-FILLING PEN



CLOSED

Pen is filled by simply turning the collar in the center of barrel to opening. Press hard rubber bar, release and pen is filled. No metal parts to corrode or to rot rubber sack. Has all the good, reliable features to be found in any of our pens, plus the special advantage just mentioned.

SIMPLE.

EASY TO OPERATE.

CLEAN.

3 Sizes
Retail
from
\$1.50
to
\$3.50.




OPEN

Catalog illustrating our full line and giving Prices and Discounts will be sent to Dealers on request. WE GUARANTEE EVERY PEN.

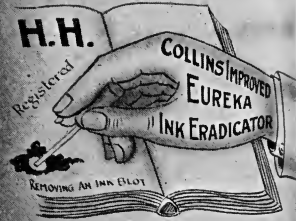
D. W. BEAUMEL & CO., Office and Factory, 35 Ann Street, New York

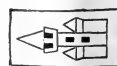

Plain,
Chased
and
Gold-
Mounted.



COLLINS EUREKA INK ERADICATOR

REMOVES INK FROM PAPER AND CLOTHING
Made in two sizes to retail for 25¢ & 35¢
AT ALL JOBBERS
The Collins Ink Eradicator Co. HOBOKEN, N. J.



The standard of pencil excellence
A. W. FABER  **"CASTELL"** 

The most perfect writing and drawing
equipment it is possible to produce.

Oldest and Largest Lead Pencil Factory—Established 1761
A. W. FABER, Newark, N. J.

TRADE ITEMS

School trade was the feature of the week, the late comers being in a hurry to have deliveries made in time for the opening of the schools just after Labor Day. As many of the jobbers were all sold out, those who had postponed their purchases had to shop around a great deal to gather up a stock.

Now that the school supply rush is over jobbers are paying attention to staples and to their holiday lines. In both of these there is as yet no great activity, but better business is expected as soon as the vacation period is over. One manufacturer who was interviewed this week gave it as his opinion that the action of the politicians in starting the 1912 campaign at this time had a depressing effect on business and that unless something occurred to divert attention the politicians would succeed in keeping the country all stirred up till after the election a year hence. This political factor is the only bad element now noticeable in the market situation.

There is displayed in the Market street window of the J. P. Ambler Company, of Poughkeepsie, N. Y., a large bulletin containing the signatures of all the mayors and other officials who were present at the second annual conference of mayors and other municipal officers which was held in that city recently. The list of signatures is headed by that of Governor Dix and is followed by the names of the various mayors, after which comes the names of the other officials and prominent men who were present. The signatures were all made with a Waterman fountain pen which was presented to each person after his signature had been received. With the pen was given a convenient little loose leaf note book made in Poughkeepsie. The bulletin was prepared for the purpose of being exhibited at the International Muni-

cipal Congress which will be held in Chicago during the second week in August, and was loaned to Mr. Pierce to exhibit as a reward for the interest he displayed in collecting the signatures.

A business man in France informs an American consulate that he is desirous of entering into negotiations with manufacturers in the United States of typewriting machines, calculating machines, white and chemical papers, and novelties in office equipment. He states that he is a trained salesman, having handled typewriters for 25 years, is well known in local commercial circles, and would be willing to act as agent for American firms in that country. Those interested should address "Inquiry No. 7198, care of Bureau of Manufactures, Washington, D. C."

The Samuel C. Tatum Co. is working on a new catalogue of stationers' supplies and expect to have this ready for distributing shortly. It will, of course, contain all of the old reliable, as well as the new specialties, and will be "up-to-the-minute."

D. O. Loughlin, who for the last twenty years has been in the publishing business in New York City and who is the owner and manager of the Gorden Publishing Company, formerly the Twentieth Century Publishing Company, was evicted on a warrant signed by Magistrate Lyon from 2 West 16th street, that city on Wednesday of this week, and about \$15,000 worth of books and office furniture was seized and removed to the warehouse of the Knickerbocker Storage Company. City Marshal Van Leer evicted Mr. Loughlin in behalf of the Hudson Realty Company, Loughlin's landlords. Mr. Loughlin published religious and scientific works and in connection with his publishing business managed the Humbolt Library of Science. He formerly lived at 64 Fifth avenue. His wife now resides at 39 West 27th street.

The U. S. Quartermaster's Department, Army Building, New York, is calling for proposals until September 7 for the following items: 30 desk baskets, 800 boards for Shannon files, and 72 pots of glue.

The Frank G. Shuman Company, of Chicago, Ill., was incorporated last week to manufacture and print shipping tags. It is capitalized at \$25,000. The incorporators are: F. G. Shuman, H. O. Shuman, and W. Brown.

The American Envelope Company, of West Carrollton, Ohio, is preparing to build an extensive addition to its plant in that village, and an architect is drawing plans for a four-story brick structure which, it is expected, will be completed by early fall. The addition is designed to meet the growing demands of the business, which has been extended by aggressive work. The company is affiliated with the Friend Paper Company, and manufactures envelopes and papeteries.

Partly as a result of a reading notice in THE STATIONER the sales of Gem clips by the Hoge Manufacturing Company, 108 Fulton street, New York, has almost doubled. The fact is that the company has sold more clips in the past two weeks than in a like time since it has been in business. The company is also doing a good business in its "old reliable" Modern B pen and pencil clip, which is sold the world over. Colored thumb tacks made by the company are in very good demand.

Foreign advertisers are making good use of the aviation meets to get their products before the spectators and others. One of the clever schemes in this line is a picture post card representing a meet in France with Beaumont, the aviator aloft. On the face of the card there is printed in French and English, "To sign your aviation picture post cards always carry a Waterman's Ideal fountain pen."

There is Style in Writing Paper

as in everything else, and nothing is more characteristic of the user. Hurd's Fine Stationery gives an individuality imparted by no other papers.

These lines possess all those attributes which combine exclusiveness in design and distinctiveness in quality. Your trade will want the "Hall-Mark of Quality" in their stationery—Hurd's name.

"Hurd's Papier de Luxe" made up in Lawnette in some of our popular shapes and sizes, with plain edge, colored borders, and gold bevel effects, are our latest novelties in quire boxes.



GEORGE B. HURD & CO.

Fine Paper Makers

425 and 427 Broome Street, New York, U. S. A.

**WE MAKE THE
BEST THAT CAN BE
MADE AND SELL
TO DEALERS ONLY**

Fans made of tissue paper, and classified under paragraph 410, tariff act of 1909, as manufactures of paper, was the subject of a protest before the Board of General Appraisers in New York this week. Following the ruling in the case of Downing vs. United States, 141 Fed. Rep., 490, T. D. 26,454, the appraiser sustained the claim that the merchandise was dutiable as manufactures of tissue paper, paragraph 420 of same act.

The Tidewater Printing and Blank Book Company, of Norfolk, Va., has filed a petition in voluntary bankruptcy, placing its liabilities at \$10,696, with assets scheduled at \$21,404.

To accommodate its increased business the Union Card and Paper Company, 45 Beekman street, New York, has added another telephone trunk line to its plant. The company now has a total of six telephone trunk lines, all 45 Beekman, with eighteen interior stations, connected with a private exchange, to assure a continuance of their admittedly best service. Forty-five Beekman is quite a busy exchange, and is one of the largest telephone plants in the New York paper business.

"Soyer's Paper Bag Cookery" is the title of one of the latest books to come upon the market. It will be found of interest not only as an aid to the culinary art, but because it will help in the promotion of a cause which has for its ultimate aim a new

and extensive use for paper. The author of the little book of 130 pages is Nicolas Soyer, late chef of Brookes' Club, London. The author lays no claim to originality in the idea of paper bag cookery; his desire is to apply the principle in more extensive ways than has been hitherto thought possible by epicures and experts in the art of cooking. The contents is fairly indicative of the scope of the work. It embraces: A timetable for cooking, recipes, cold meat cookery, breakfast dishes, the bag and the bachelor, a week's dinners, and invalid cookery. There is also a treatise on paper bag cookery by George R. Sims and by Dr. Charles Reinhardt. The cookery bags are made by the Union Bag and Paper Company, New York.

Parsons Pens, Marigold and Ascot Pencils

The Detroit Coin Wrapper Company has recently acquired control for the entire United States of the Parsons silver plated pens and the Marigold and Ascot lead pencils. These goods are of the very highest quality and the Detroit Coin Wrapper Company will start an aggressive selling campaign at once. The Parsons pens are guaranteed absolutely against corroding—they write as smoothly as a lead pencil. There are seven grades in the Marigold line of pencils. The Ascot line of pencils comprises three grades.

OBITUARY

Earl Knapp Shipman, who died after a brief illness at his home in Douglaston, L. I., on Monday, of last week, at the age of sixteen, was the eldest son of Harry D. Shipman, New York City salesman for Eberhard Faber, whose many friends in the trade will regret to learn of the loss which he and the remainder of his family have sustained. The funeral services were held Wednesday, the 16th.

Catalogue Commission to Meet.

A meeting of the members of the National Catalogue Commission has been called by Chairman Fletcher B. Gibbs to convene in Chicago on Tuesday, the 29th inst., at which all members of the commission will be present. This meeting is called to review the work of the commission during the year in order that an outline of the report to be presented at the annual meeting of the National Association may be made ready from which the regular report can be made.

Papers of incorporation were filed this week with the County Clerk, at Rochester, N. Y., by the United Factories Company. The company will deal in office materials, especially typewriter ink, ribbons and carbon paper, with a capital stock of \$50,000. Two thousand shares have been issued at \$25 each.

THE CORRECT WEDDING PAPER

The Why

Crane's Wedding Papers are made in the Berkshire Hills where conditions are best; where the best writing papers in the country are produced; where the best made are made by Crane, and where they have been made by Crane for over a hundred years.

CRANE'S KID FINISH

The wonderful fineness of its texture reproduces the beauty of the engraved plate perfectly, the finest lines are clearly brought out by its velvety surface. Made in the correct shade of white and in the latest fashionable shapes.

The Wherefore

The difference in cost between Crane's Wedding papers and that of any other good Wedding stock is slight and yet for years Crane's Wedding papers have been accepted as the best by discriminating people and by everyone who knows, beyond a question, what is best.

The Chapter on Wedding Invitations in "Social Stationery" Furnishes Many Valuable Suggestions.

Eaton, Crane & Pike Company

Sole Manufacturing Agents

PITTSFIELD, MASS.

New York Office, Brunswick Building, 225 Fifth Ave.



NEW PATENTS

Messrs. Davis & Davis, Washington patent attorneys, report the grant this week of the following patents:

1,000,360—Loose leaf binder. J. B. Barlow, Grand Rapids, Mich.

1,000,466—Letter sheet. S. J. Watson, Chicago, Ill.

1,000,501—Address plate. H. P. Elliott, Newton, Mass.

1,000,571—Device for handling sealing paper. A. W. Anderson, Pittsburgh, Pa.

1,001,001—Stamp-Affixing and Envelope-Sealing Machine. F. R. S. Dittmars, Kansas City, Mo.

1,001,124—Loose Leaf Directory. C. C. Daniel, Kansas City, Mo.

1,001,131—Loose Leaf Book. C. Forgeron, Rosedale, Kan.

1,001,225—Self-Filler Fountain Pen. J. Sinnott, Chatham, Ill.

1,001,276—Ink Well. W. H. Johnson, Artesia, N. Mex.

1,001,483—Cover for Loose Leaf Books, Files and Temporary Binders. J. Walker, Jr., London, England.

1,001,539—Loose Leaf Binder. N. C. Loud, Detroit, Mich.

999,884—Stamp Affixer. W. L. Schweiger and B. D. Straight, Rochester, N. Y.

999,900—Paper-File. G. B. Staples, Philadelphia, Pa.

999,965—Envelope-Opener. A. Coustley, Pimpinio, Victoria, Australia.

999,991—Filing and Indexing Appliance. W. B. Hargrave, Colfax, Wash.

1,000,006—Locking Device for Boxes or Envelopes. C. Jackson, Birkenhead, England.

1,000,026—Score Indicator. R. B. Lewis, Greenford, O.

1,000,042—Pencil Holding Pocket. J. Schwartz, Chicago, Ill.

1,000,053—Spreader for Mucilage and

other liquids. B. B. Thorsen, Chicago, Ill. 1,000,095—Card Game. S. H. Kyle and G. Laenhardt, Gilman, Ill. 1,000,319—Fountain Pen. F. M. Ashley, New York, N. Y.

Copyright Here and Abroad

The "Bibliographie de la France" says that there is a new Russian law on copyright, which grants protection for life and fifty years afterward to all authors who publish in Russia, independently of their nationality. Rights of translation are reserved only for ten years. This announcement is of special interest, as Russia was one of the notable absentees among European powers from the Berne Convention.

In Great Britain the copyright endures for the life of the author and fifty years after. Austria gives copyright for thirty years after the author's death. In France the period is for the life of the author and fifty years after his death. In Germany the term is the author's life and thirty years. In Italy it is for the life of the author, or forty years from date of publication. In Spain it is for the author's life and eighty years thereafter. Russia now grants the same protection to the alien author who publishes in that country as it does to the native author.

Copyright in this country is granted to an author for twenty-eight years from the date of publication. A further term of twenty-eight years is granted to him if, at the expiration of the first term, he be still living. If he be dead, it is granted to his widow and children, and if they be dead, to his executors; or, in the absence of a will, to his next of kin. A citizen, or subject, of a foreign state can secure copyright only when he is domiciled within the United States at the time of the first publication of his work, or when the foreign state or na-

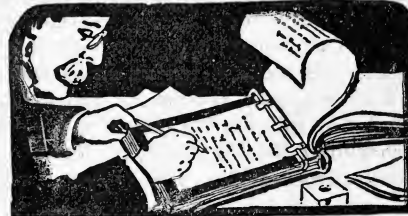
tion of which he is a subject grants either by treaty, convention, agreement, or law to citizens of the United States the benefit of copyright on substantially the same terms as to its own citizens.

DESK PADS

When you buy them be sure you are getting the best. They are the most profitable. Buy of the man who makes a specialty of them—it's a guarantee for the quality—Prices no higher than the best materials and a good profit to the dealer require.

Send for catalog.

I. SMIGEL, Mfr. 166 WILLIAM STREET NEW YORK



PEN CARBON BILL BOOKS

No Press No Water No Brush
Any Ink Any Pen Any Paper

Many of your customers would find

THIS BILL BOOK A REAL TIME SAVER, TROUBLE SAVER AND MONEY SAVER

One writing for bill and copy in bound book a real record. Write us today for price list and circular mailed.

DITMARS-KENDIG CO.

278 Douglas Street, Brooklyn, N. Y.

TYPEWRITER CARBONS & RIBBONS



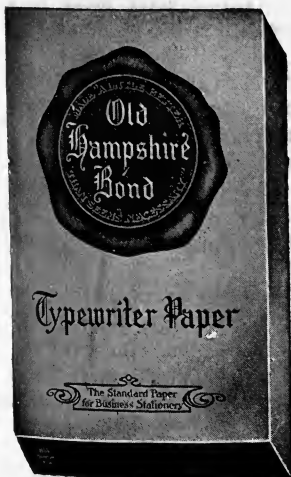
PERFECT SATISFACTION GUARANTEED

A trial order will explain why.

INTERNATIONAL CARBON PAPER CO.,
206 BROADWAY, N. Y.

AGENCIES: PHILA., KANSAS CITY, MO., LOS ANGELES, CAL., SEATTLE, WASH
INT. CARBON PAPER CO. 22 Calace St., CHICAGO

INCREASE YOUR PAPER SALES



You can sell more Old Hampshire Bond Typewriter Papers and Manuscript Covers than the ordinary kind, because your customers will come back for more, and we will send new trade thru our advertising.

The Old Hampshire line provides highest quality of stock, national reputation and exceptionally attractive boxes. Can you think of three more important factors in influencing the consumer?

Write for sample book.

HAMPSHIRE PAPER COMPANY
SOUTH HADLEY FALLS, MASSACHUSETTS

Novelties for the Trade

"MIKADO" PENCILS

The Mikado Pencil, made by the Eagle Pencil Co., 377 Broadway, New York, is

hold any style or size of a fountain pen. These are supplied to dealers for display purposes.



a very superior quality of pencil and contains the very finest specially-prepared lead; it is exceedingly smooth and durable. Its well-defined qualities commend it as a most satisfactory pencil. It is graded as follows: No. 174, No. 1, soft, for checking; No. 174, No. 2, medium, for general purposes; No. 174, No. 3, hard,



for manifold; No. 174, No. 4, extra hard, for bookkeepers. The pencil comes in hexagon shapes, is highly polished in yellow finish with gilt tip and fitted with red erasive rubber. To be easily recognized and distinguished from other pencils, the company has adopted as a trade mark a red ring around the gilt tip. The pencil is packed one dozen in a pull-off box and one half gross in a carton.

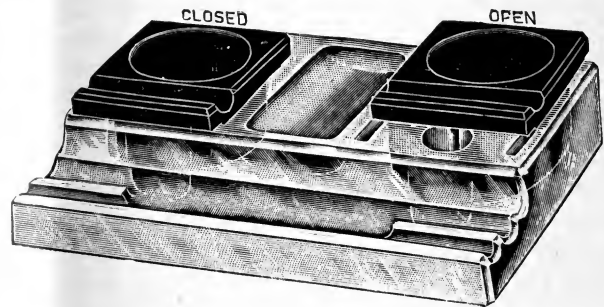
PEN DISPLAY TRAY

The L. E. Waterman Co. has just gotten out an individual tray for the display of pens. These trays are of a size $6\frac{1}{2}$ inches long, made of heavy gold and silver finished cardboard, handsomely embossed and grooved on the top to



NO. 95 "VICTOR" INKSTAND

"The Victor-of-All," as the new No. 85 Victor inkstand is called, has just been put on the market by the Weeks-Numan Company, 39 Park place, New York. This company now manufactures over 100 different styles and types of inkstands. The company's No. 95 is really a double No. 65 with pin cup. It is made of the purest crystal glass, which is especially adapted



for easy cleaning, when necessary. The slide tops with pin cup indentations are made of acid-proof composition in red and black for red and black inks. The illustration shows the wells open and closed, giving an idea of the minimum quantity of ink exposed while in operation, as compared with other styles which open into the reservoirs, thus exposing the full quantity of ink.

THE VAN HORN CLIP

The clip shown herewith is known as the Van Horn. It has strong springs, is mounted on striped wooden backs, comes in black and nickel. The clip is made with and without pins. The Frank A. Weekes Manufacturing Company, 93 John street, New York, is supplying the trade.

Bookselling a la Mode

Attorney General Wickersham, at a dinner, said apropos of certain law-breakers:

"Their ingenuity passes all belief. They are worse than the Cohoes book agent.

"A Cohoes man, on the way to the railroad station one morning, was halted by a book agent, and, being a great reader, he bought a book for \$5.

"It will be something to read on the train," he thought, as he gave his name and accepted a receipt.

"It was a dull book, however, and the Cohoes man left it at his office. But on his return home that evening there was another copy on the library table, and his wife explained that the agent had left it and had collected \$5, saying that such were her husband's orders.

"The Cohoes man was wild with rage. 'If I had that agent here,' he growled, 'I'd kill him, dastardly hound that—'

"'Why, there he goes now,' cried his wife. 'Look, hurrying down the street towards the station!'

"The Cohoes man rushed upstairs for his coat and shoes, but, while he was dressing, a neighbor came along in a motor-car. He hailed the neighbor from the window.

"'Hurry down to the station and hold up that chap for me!' he cried. 'That chap with the books! See?'

"'Sure,' said the obliging neighbor and he put on full speed and soon reached the agent.

"'That man up there on the hill wants you,' he said.

"'Oh, yes,' said the agent, as the train steamed in. That's Mr. Smith. He wants one of my books. Do you mind taking it for him? It's \$5, please.'

"Then the train steamed off with the agent on it, and the motorist sped back to Smith again.

"'Here's your book,' he shouted, holding it aloft, 'and you owe me \$5'— Philadelphia Bulletin.

Subscribe for THE STATIONER—It pays.



CARBON PAPER FACTS

“All Do It”

“They all do it”—used to be frequently handed out as an excuse when there was no chance of general denial. First of all, it is a poor excuse, and secondly, it is lacking in veracity. Selling to the Stationer and then going direct to his big customers is doubtless a tempting game if orders are scarce but the Stationer is turning insurgent and objects. We do not sell direct to the consumer. The trade has built us up until we are the largest manufacturers of Carbon Paper in the world. Some day you yourself may have to consider the direct selling question, if so, do not accept the excuse “They all do it.” Send for our samples and prices.

MANIFOLD SUPPLIES CO.

A. L. FOSTER, *President*

O. G. DITMARS, *Vice-Pres.*

180 THIRD AVE.,

BROOKLYN, N. Y., U. S.

AN AVERAGE TRADE

Boston Stationers Report About the Same Volume as this Time Last Year—
Preparing for Fall Business.

New England Office, THE AMERICAN STATIONER,
127 Federal St., BOSTON, AUGUST 22, 1911.

Local conditions have shown little change during the past week, the stationers averaging about the same volume of business they have had for the Summer period. Chief interest has been centered in the furnishing of school supplies, and the sale on these, no doubt, will continue to improve as the vacationists return from their Summer outings and the opening of the school sessions approach. The jobbers and manufacturers state that there has been a slight improvement in the size of their orders and the printers are beginning to realize the effect of the anticipation of Fall business. Staple lines have had a fair call, while the chief interest has for several weeks been centered in souvenirs and post cards. Photographic supplies have been in the largest demand since the first of the month than at any previous time during the year.

A NEW SPECIALTY COMPANY.

George B. Graff, who was the selling agent for the Vise-Clip under the name

of the Vise-Clip Co., has organized the George B. Graff Co., with quarters in the old South Building, and, in addition to the Vise-Clip, the company has taken on the selling agency for the Ten-Year Fountain Pen and Munger's Patent File and Index Envelopes. The latter is an absolute new idea in expanding envelopes, and is adaptable for so many uses that the company is now placing on the market a new envelope to be used in connection with filing cabinets.

I. P. Dennison, representing the C. S. & R. B. Co., of Chicago, was here during the past week, showing the De Luxe Ledger made by this concern, and some other late ideas in the loose leaf line.

George E. Damon, of the George E. Damon Co., is at Wells Beach, Me., with his family, and runs up to Boston for a day each week just to keep in touch with business.

W. M. Stitt, Jr., formerly representing the Hayes Lithographing Co., of Buffalo, N. Y., has become associated with the American Type Co., of this city, and will in the future represent it, making a specialty of calling on the larger buyers throughout the country. He has not definitely decided whether he will make his headquarters in New York or Chicago, but thinks seriously of opening his office in the former city.

Frank W. Bailey returned to business

last Thursday after a several weeks' sojourn at his old home in Paris, New York State.

A. A. TANYANE.

Chinese Ink in Sticks

The American Consul-General at Shanghai says: Chinese ink comes in hexagonal sticks approximately 5 inches long and three-fourths inch in diameter, decorated with gilt dragons and inscriptions in Chinese characters, each stick being in a yellow paper envelope and packed in a cardboard box. One Shanghai factory states that the selling price is \$1.55 gold per pound. There is a poorer grade at \$1.05, which is in smaller sticks, but similarly decorated and packed. In lots of 50 lbs. or more these prices would also include packing in wooden cases for export.

The elements of good, better, best are the controlling factors in the buying of man or woman, certainly not poor, poorer, poorest. The wise merchant recognizes these things when he buys to sell again. You and I use to the best of our ability intelligent discrimination in choosing, because we want what we pay our money for to be good, not shoddy. And if we have reason to believe a certain store keeps the best in its kind of what we want, other things being equal, we go there to buy. Surely you know that others go there to buy.—Exchange.

If you don't leak
MOORES
THE ORIGINAL NON-LEAKABLE
FOUNTAIN PEN

Enlighten your customers

When the prospective purchaser knows the facts about the Moore Fountain Pen, he is convinced beyond a doubt of its superiority.

The dealer who takes pains to explain these facts is almost sure to make a sale. Moore pens have had an enormous sale among people who have been prejudiced against fountain pens in general because of their tendency to leak. The screw cap on a Moore positively overcomes this difficulty. That alone is a strong selling argument. Shaking in order to start the ink flow is an unknown occurrence with the user of a Moore. The pen point is always moist and writes perfectly with the first stroke.

To fill it is but the work of a minute. No troublesome joints to unscrew. These and many other qualities combine to make the Moore a valuable and profitable asset to your business.

ADAMS, CUSHING & FOSTER, 168 Devonshire Street, Boston, Mass.

Selling Agents for AMERICAN FOUNTAIN PEN CO.

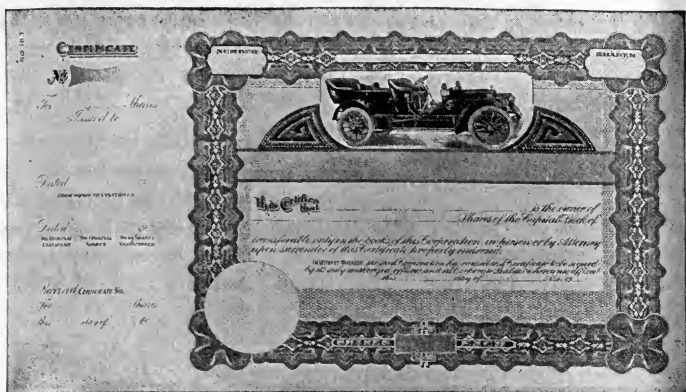
Every Stationer and Printer should have them.

GOES

Established 1879

CHICAGO.

Originators and Producers of The Blanks of Quality.



Reduced fac-simile of one of our 132 styles of Stock Certificates.

Lithographed Stock Certificates and Bond Blanks

The finest and most complete line on the market.

- 132 Styles of Stock Certificates, suitable for every industry and more to follow.
- 15 Styles of Bond Blanks for municipalities and corporations.
- 10 Styles Diploma Blanks for Colleges, High and Public Schools.
- 2 new Styles First Mortgage Real Estate Notes.

Let us figure on your next order for anything special in the line of Posters, Hangers, Show Cards, Labels, Color and Commercial Lithographing of any description.

We aim to serve the Stationer and Printer. Send for samples and prices.

1912 Calendar Pads, 72 styles and sizes. Original and artistic designs.

GOES LITHOGRAPHING CO. CHICAGO

WM. F. KROHMER, President

61st and Clark Sts. — WE LITHOGRAPH FOR THE TRADE — Address Dept. A. S.

WHAT WOMEN THINK OF KEITH'S PAPER

AND WHY DEALERS SHOULD CARRY IT

THIS LETTER SPEAKS FOR ITSELF

BROOKLYN, N. Y., May 1, 1911.

GENTLEMEN:

Permit me to thank you for your generous sample. I shall endeavor to purchase your paper at Abraham & Straus, Brooklyn, N. Y.—my stationers. I trust they carry it.

Yours is the smoothest texture I have ever had the pleasure to use or see.

Thanking you again, believe me to be

Yours very truly,

The wise dealer will stock this stationery for two reasons. First, because the manufacturer advertises to help the dealer to sell it, and secondly, because it will please his customers and in pleasing his customers he will increase his business.

Address for further particulars, mentioning this medium

AMERICAN PAPETERIE COMPANY

ALBANY, N. Y.
QUINCY, ILLINOIS

COURTESY TO SALESMEN

**Merchants Owe It to Themselves to Receive
All Travelers and Treat Them Politely
—Expect Same for Their Salesmen.**

The business man who permits himself to fall short of that courtesy to salesmen which he himself expects from others is something less than a real asset to his concern, since every time he fails of good will and good treatment to others he adds another pound to the handicap his concern must carry in the commercial race. To put it colloquially, nobody ever got anything worth having by being a lemon. And nobody ever lost anything by being a gentleman.

Discourtesy to salesmen is the hallmark of commercial idiocy—and the man who fails to treat the salesman properly, as man to man, and give respectful ear to his message, is about the last words in the dictionary of chumps.

Both religion and ethics teach us to love our fellows—to cherish the comfort and the happiness of our kind—to be liberal—to try to uplift and advance the standard of human happiness and right living, and to apply in our daily lives that course of action which we would wish to have applied to us were the circumstances of each case reversed. This, in essence, is the Golden Rule, which is founded upon nothing less than the love of man for all his kind, and whose general application would make a world brotherhood of the human family, cure poverty, disarm the nations, prevent plagues, want, disease, suffering, and bring us forthwith to the gateway of the millenium.

PUT YOURSELF IN HIS PLACE.

"Put Yourself in His Place" is the title of a good old novel which will repay reading. If nothing more than the title sticks in the memory it will nevertheless have been worth while to spend a day and an evening with its pages.

It is a rare art to be able to say no in such a way that the salesman feels neither offended nor discouraged, but leaves taking with him a sense of respect and regard for the man who has had to turn his proposition down. It is rare art, and yet—what is it essentially? Is it not a little section of the Golden Rule tactfully applied?

Courtesy makes boosters, which it is good for a house to have; boorishness does not make boosters, which every house needs and is poor indeed without. The choice is easy.

Most business houses depend upon the work of their salesmen for their very existence. It is easy to make the goods, but it is hard to sell them. Salesmanship demands all the nerve and spirit there is in a man, and the salesman deserves to get every opportunity and en-

couragement to show his goods and present his proposition. He is the missionary of progress. What he brings may be just the thing that is needed by the business man to right some error of method in his business, or, if one is a dealer, the salesman may have just the line which will turn the tide of fortune into prosperous channels.

The traveling salesman is the world's greatest civilizer. Time was when the traveler with his goods to sell was the only peaceful messenger carrying information from one people to another. He was not only the merchant, but the teller of interesting information. His ships or his camels brought the luxuries from the East and took back the merchandise of which his own people stood in need. The appearance of his caravan was welcome.

THE SALESMAN STANDS FOR PROGRESS.

The modern traveling salesman is no less the missionary of peaceful progress.

leaves something worth while if the man who listens has ears and judgment.

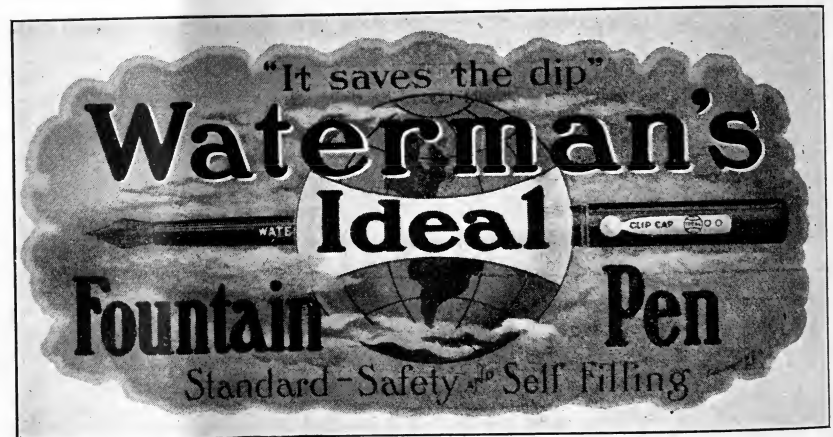
By all means, give the salesman the glad hand. It will pay big dividends.—Paper Trade Journal.

New Window Sign

On this page is shown an electro illustrating a new window transfer sign, which the L. E. Waterman Co. has just brought out, which is of a size 8 x 4 inches. This is a small attractively designed window sign, printed in bright colors, that the company is preparing to supply to dealers. It affords a very neat and dignified display sign.

Anglo-Indian Romance

"Babes in the Woods," by B. M. Croker (Brentano's, New York, \$1.35), is a very entertaining love story of English people in a little jungle community in India. The "wood" is the jungle, of which the



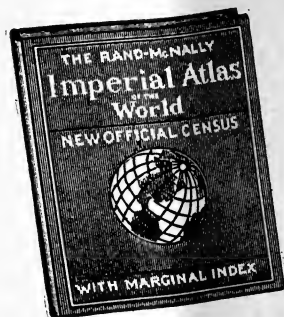
He is the personal link between all sections of our country. He opens the gateway to new markets; nations and navies back him with their guns, and yet, at the same time, the salesman is the most powerful peace arbiter in the world. He is the apostle of commerce—the scout, the proselyte, the messenger, upon whose reports commercial policies are determined. The salesman finally will be the man who will put an end to war, not so much because war is brutal and horrible, but because it is bad business always.

The traveling salesman deserves a warm and cordial reception. He has something to say worth while, or he would not have called. In his opinion he has that which may be of use to the man upon whom he calls, and his opinion is worthy the consideration of an audience and careful attention. If the auditor must say no, then he must; but often will he say yes, and thank the salesman for having put the goods up to him. Whether the goods are what is wanted or not, a good salesman always

author gives some beautiful descriptions. "Babes" is what Anglo-Indians called the people in their district generally—they were so out-of-the-way and simple.

The story's hero is a gifted young English civil servant of good family, who comes out as a forest conservator, being attracted by the life. He finds the heroine already in India. She is of even better family, saving only her mother—a frivolous widow who has married an impractical Eurasian with a French name. They—there's a stepdaughter in the family—are very poor, extravagant, and somewhat slovenly. The heroine wears herself out trying to keep them respectable. It is her pride and sense of what is fit that keeps this romance's end separate from its beginning by a good many pleasant pages.

The author's characters are human and individual, but he lacks that sure sense of what is significant, found in the work of a great artist like Kipling. His dialogue is photographic rather than living. His book is commendable as a good, interesting story.



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CENSUS

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WORLD

*Containing New Colored Maps of Each State, Territory, and Large City
in the United States, the Provinces of Canada, the
Continents and Their Sub-Divisions*

THE RECOGNIZED STANDARD REFERENCE ATLAS
DELAYED BECAUSE OF FALSE REPORTS BY ENUMERATORS

We have held this publication until we could secure the authentic census reports just received. Like the government, disappointed in the first returns, we have been compelled to await a recount in those sections where original reports were padded. The Atlas will embody the final and corrected figures for 1910 by government enumerators.

WITH MARGINAL INDEX

\$1.75

Post Paid

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CHICAGO

NEW YORK

LOS ANGELES

*Place Your Order To-day
Discount to the Trade*



THE AMERICAN STATIONER

ESTABLISHED 1874

DEVOTED TO THE INTERESTS OF THE

Stationery and Fancy Goods Trades

PUBLISHED EVERY SATURDAY
BY THE

LOCKWOOD TRADE JOURNAL COMPANY

150 Nassau Street, New York.

C. H. JONES, President. L. E. JONES, Secretary.
G. W. JONES, Treasurer.

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THE AMERICAN STATIONER is the pioneer publication in its field and has long been the Recognized Organ of the Stationery and Fancy Goods Trades of the United States and Canada.

Its bona-fide circulation is more than twice as large as that of any other stationers' journal in the United States.

J. T. Peacock, Seattle, Washington, says: "I miss 'The Stationer' when it fails to arrive on time more than any other paper I read."

QUESTION?

The response to the call for subjects for treatment by the various committees of the National Association has been very gratifying to the officials of that organization. And as a result of the numerous blanks returned with questions written thereon there is now a good prospect that the discussion of a number of live topics that will take place at Buffalo will be of practical value to the whole trade.

The material gathered will be passed over to the various committees so that they can embody it in their respective reports. But while there is a good grist of subjects already in for the committees to digest, still the time limit is not yet up and for that reason members who have some topic close to their hearts that they would like to have thrashed out in open meeting should bring it forth at once. It may be that the same question is already in; perhaps a number of stationers have presented the same problem. If so, so much the better, for this unanimity shows that the question is a matter that broadly touches

the interests of the trade. Such problems are the ones the committees are looking for—and when found, will receive first consideration.

As the object of sending out the blank forms was to draw forth the grievances of the stationers so that possible remedies might be found, members are simply neglecting their duties if they do not let their committees know exactly how they feel in regard to a number of matters about which they do not hesitate to complain verbally when the subjects crop up in the course of conversation. The range of such topics is very wide, almost every branch of the business furnishing a few bones of contention. And, thanks to the National organization, there are few problems that can come up, but what have a committee already in existence and well equipped to handle them.

In view of the great opportunities afforded by the National Association there is no need for a member to nurse a grouch and pose as a martyr. Let each one fill out his blank at once, stating thereon the improvement in trade matters, that he most desires to see brought about. By doing this he will have done all he can do until the convention at Buffalo assembles. There he can talk on the question if he wants to.

HOLIDAY LINES

At this season when stationers have some spare time on their hands they should send for the announcements of the manufacturers and dealers who make a specialty of catering to the holiday trade. It is far better to go over the lines now than to wait till October or November, for the reason that it can be done now with greater thoroughness and better results, and also because the early placing of orders insures a selection from an unbroken line, thus affording the buyer an opportunity to share in the best numbers. In each issue of THE STATIONER from now on the advertisements of the leading houses will furnish information in regard to what is in the market for the holiday trade. Each one of these houses should be written to saying in substance that its advertisement in THE STATIONER has been noted with interest, and as you would like further information in regard to the advertiser's lines, would the house kindly send a catalogue and let the writer know if samples of some of the leading lines will be sent for inspection.

Try this plan now and look things over

at your leisure. Then, again, you had better "Do It Now," as all signs point to a very active fall trade in the rush of which you may not get what you would like to stock up with.

ROUNDABOUTS

BY THE TRADE LOUNGER.

One stationer who was in the Catskill Mountains for two weeks, returned to business on Monday, only to be welcomed by Heat and Humidity. Being asked how he felt he said he "didn't exactly feel like H—, but that the air and the stuffiness of the city were certainly Hellish." "When I reached New York," he said, "I felt just like letting the boys in the office have the old business, so debilitated did I feel."

We hasten to say that he didn't chuck the business to the boys; he like all the other returned vacationists, got down to sweat-box conditions in about three days, since which time he has been taking it out of the hide of "the boys" for their sins of omission and commission, while he was feeding on mountain air. They have dubbed him the "Mountain Lion."

Stories of funny experiences in the South is one of the smoking car accomplishments of most drummers. A short one that was funny at the time relates to a Sunday afternoon ball game between the San Antonio Wasps and the Dallas Hornets, both of the Texas Colored Baseball League. The game was used as a timekiller by half a dozen travelers who were glad to get a little excitement on the Sabbath.

The afternoon was hot and the game was hotter. John Williams, of S. E. & M. Vernon and John Selden, of National Blank Book Company, got real excited over the star plays that were being made and just to add zest to the fun they bet each other on nearly every play. As they are both Southerners they got real interested in the darkies' game.

At an exciting period in the game the little star batter of the Hornets came to the plate.

"Bet yer a whole dollar," says Williams, "that the big nigger on first does stop the ball."

"I'll take yer bet," says Selden. Just then the little man cracked a liner and started on the round of the bases.

Talk about excitement, well the Polo Grounds in New York is a church meeting aside of a colored baseball game.

"Run nigger! run!" yelled the crowd, and Williams and Selden yelled as loud as the rest.

After the play was over they thought of that bet, but have never been able to tell just how the play came out. Did the big nigger stop the ball? Who knows?

Subscribe for THE STATIONER—It pays.

SUBSTITUTION

Its Various Forms, Some Legal, Many Not So—The Gist of the Offense Is in Depriving a Manufacturer of Sales.

By ELTON J. BUCKLEY.
(Copyright, 1911.)

I have recently received the following query which I am sure will interest every reader of these articles, no matter what branch of the stationery trade he may be engaged in, whether as retailer, jobber or manufacturer:

Binghamton, N. Y., July 30, 1911.
Elton J. Buckley, Esq.

Dear Sir:—As a manufacturer, I should like to have your views on the liability of a retail or wholesale dealer who substitutes some other goods for the goods which a customer asks him for. You may not know it, but this is a most prevalent trade practice, and many manufacturers suffer keenly from it in having the demand which they have painstakingly and at much expense created, diverted to other channels.

Respectfully yours,

A MANUFACTURER.

There are four ways in which a merchant can practice substitution. In two of them legal action can be brought against him, while in the other two, he is immune from any action whatever.

The first plan is to use his powers of persuasion upon a customer, to induce him to take something different from the article asked for. A customer enters a retail store, for example, having seen a certain article advertised somewhere and asks for it.

The dealer may have it in stock, or he may not have—it makes no difference. For some perfectly sufficient reason he does not care to sell it. It may not pay sufficient profit, or its quality may not be satisfactory, or the manufacturer may be guilty of offenses against the trade, or it even may be that his salesman has offended the dealer in some way—for any of these, or for any other reason, the retailer may justifiably decide not to sell the article if he can avoid it.

TALKING A CUSTOMER INTO TAKING A SUBSTITUTE.

In pursuance of such decision he does everything in his power to divert all the inquiries which come to him. This he does by using any argument which the facts will allow.

The article he wishes to substitute may give better value for the money, may be of a larger size, or a better grade, than the article asked for. All this, or any of it, he tells the customer, and in the end persuades him to take the brand the dealer is recommending.

If the dealer's arguments are truthful, the manufacturer, though he may lose a large volume of business, can bring no action whatever.

The dealer is wholly within his rights in selecting the goods he will sell or recommend—as long as he tells the truth against the goods he is discriminating against.

It perhaps goes without saying, that if he makes the unequivocal statement that the substitute article is of better quality than the one asked for, when it is not, he has been guilty of slander, and can be sued for damages by the manufacturer. So also if he says anything else untruthful against the goods with the object of preventing a sale.

Not long ago a stationer known to me, who was receiving a considerable number of calls for a specialty, the price of which had become so generally cut that it was no longer profitable for retailers to sell, set out deliberately to transfer these calls to a competitive brand.

The task was made easy by the fact that the competitive brand gave more for the money.

The dealer displayed a package of both in his window, and called attention, in a conspicuous and sensational sign, to the difference in what consumers got for their money.

The display aroused much attention and the manufacturer of the smaller package came at the retailer with an attorney, who threatened various things if the display was not discontinued.

It was not discontinued, however, and nothing happened. Nothing could happen, for the dealer had in no way exceeded his rights. So that the dealer who practices substitution in this fashion cannot be punished or prevented if he sticks to the truth.

LIABLE FOR FALSE REPRESENTATION.

The second plan is where a dealer is asked for one thing but sells another, falsely representing it to be the same. I don't mean representing it to be "just as good"—that comes under the first plan—but representing it to be the identical thing. In this case the manufacturer of the goods which are made the victim can bring suit in two ways, both at once, if he likes.

He can get an injunction against the dealer to prevent him from continuing the practice, and he can collect damages to cover all the harm done the goods up to date. Of course, this form of substitute is dishonorable and a fraud, and it is no less a fraud under the law if the goods sold as a substitute are equal in quality to, or even better than those which the buyer thought he was getting.

Third—Another form of substitution is where a merchant accepts an order for a designated brand of goods with-

out comment, and then deliberately sends another brand, also without comment. In many cases the customer will be in a hurry to use the goods, or will not be particular about the brand, or will conclude that the thing was just a mistake, and will keep the article sent.

In such a case the manufacturer would, in my judgment, have no more cause for action against the dealer than he would under the first method. The dealer has practiced no fraud; everything he did was done openly and above board, and if the customer will accept the substitute he tenders so openly, that is between him and his customer, and the manufacturer cannot legally complain. Of course, in such a case the customer would have the option of returning the substitute and getting what he ordered. If he preferred to accept the substitute rather than exercise the option to return, that is within his rights.

INNOCENT SUBSTITUTION.

Fourth—Substitution is sometimes innocently practiced by dealers in this manner: They will have been betrayed into selling an unlawful imitation of a trademark article, or a similar article bearing a spurious trade mark.

In such a case, as I have explained in a previous article, the manufacturer who was the sufferer by such a practice could doubtless obtain an injunction against the dealer, but if the thing was done innocently he could not recover damages from him.

I have used a retail dealer as an illustration throughout, but, of course, the law is precisely the same when the practice is carried on by a jobber. Let me say again that the quality of the substitute goods makes no difference. The gist of the offense of substitution, where there is an offense, is depriving a given manufacturer of sales, not doing anything against consumers.

A Peculiar Law of Shoppers

Much comment was recently created among the retail trade of New York City and in the trade journals by the fact that a large drug store on Broadway established a branch on the opposite side of the street in the immediate vicinity, says The Keystone. It seemed as if the parent store had established a competitor to itself, but there was little ground for this assumption. The incident is used as the text for an interesting article in a recent issue of Advertising and Selling. The writer points out that it has been established as practically a law of human nature in the large cities that the public, especially the masculine portion, will rarely cross a street to make a purchase. This is explained partly by the danger of crossing a crowded thoroughfare and partly by the waste of time that would be entailed.

BETTER BUSINESS

Chicago Stationers Say That Trade is Better and That the Outlook for the Fall Business Is Very Good.

Western Office, THE AMERICAN STATIONER, 431 So. Dearborn St., CHICAGO, August 22, 1911.

The aviation meet held here last week was a pronounced success. Large crowds of visitors from all sections of the country were here during the week, and the average number of daily witnesses to the flights of the aviators was estimated at over 300,000, or a total of over three millions. Financially the outgo was larger than the receipts, but the deficit was less than expected by the guarantors of the meet. Two fatalities occurred, both on the same day. This cast a damper over the crowd for a couple of days, but did not result in a lessening of the attendance. Three or four records were broken, and an altitude reached by one of the vaiators of 11,578 feet. It is without doubt true that much has been accomplished in the way of added knowledge regarding aviation, and the business will no doubt receive considerable impetus because of the meet.

BUSINESS REPORTED BETTER.

Stationers report that business is considerably better than it has been and the outlook is considered good for the Fall months. While general business has lagged during the Summer months, it is generally accepted as true that conditions favor a good Fall trade. Locally, business operations are being carried forward on a large scale, and millions are being invested in new buildings in course of construction. The expenditure of these large sums is favorably affecting trade in other lines, and the benefits will be even greater later on with

the commencement of other buildings projected for the near future.

There will be a meeting of the executives of the Chicago Stationers' Association held on the evening of the second Monday of September, at which a date will be set for the meeting of the association which will precede the date of the meeting of the National Association of Stationers and Manufacturers.

A. E. Eggert, manager of the Chicago office of the Yawman & Erbe Manufacturing Co., is in Buffalo, N. Y., this week on business. He was undecided when he departed from Chicago whether or not he would proceed to headquarters at Rochester.

COLLINS-GOODMAN STOCK SOLD.

The Collins-Goodman stock which was sold at auction last Tuesday brought all or more than was expected. In fact the bidding was so keen that bidders in some instances paid more than the wholesale price of some of the lines offered. The bulk of the stock was purchased by five concerns.

A. W. Faber, of Newark, N. J., has opened a Chicago office as per announcement heretofore made, at 25 North Dearborn street, No. 301, which is in charge of J. A. Riedell, who reports that he is already getting nicely started with his work.

J. B. Allmond, of the sales force of Stevens, Maloney & Co., who has been on a vacation to Louisville, Ky., left there on Sunday on his return to Chicago. At North Vernon, Ind., the train on which Mr. Allmond was traveling had a rear end collision with another and he was thrown from one end of the car to the other and at the present writing is in a hospital in the Indiana city. While he was recovering nicely from injuries, the date of his return to Chicago is uncertain.

The Monarch Stationery Company on

Lake street, near La Salle, were among the successful bidders at the auction of the Collins-Goodman stock and has been conducting a successful sale on the goods purchased this week, reporting buying quite active.

Mr. Beaumel, of D. W. Beaumel & Co., New York City, was a caller on Chicago stationers this week.

Harold B. Struble, assistant manager of Stevens, Maloney & Co., writing Mr. Stevens from Fort Atkinson, Wis., where he is spending his vacation, says that he has "struck his gait" and is catching something every time he throws in his line and further says that it is no distase either, so he will no doubt be loaded down with fish stories on his return next week.

Clarence G. Wilson, of the Saugerties Manufacturing Co., Saugerties, N. Y., is expected to arrive with his samples tomorrow.

Harry Heyman, representing the Eagle Pencil Company, New York, is busily engaged taking orders from stationers this week.

Fred Schroeder, of the Chicago office of Eberhard Faber, has departed for his northwestern territory which will extend to St. Paul, Minneapolis and other cities.

G. W. Skeels, representing the Globe-Wernicke Co., Cincinnati, writes that he will be in Chicago about August 30. "G. W." was in Ludlow, Vt., when he wrote the card from which we quote, and the reverse side contains a photo of the handsome salesman holding up one end of a very fine string of fish. Who the fish were purchased from is not disclosed on the card. He says: "We caught some good ones." (presumably fish). "Tell Murdock" (of the Irving-Pitt sales force) "he can't fish."

THOMPSON.



F. WEBER & CO. 1125 Chestnut St., Philadelphia, Pa.

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Largest and most complete line of STENCIL MATERIALS and DESIGNS. Catalogue containing over 300 illustrations sent on request.

Outfits for BRASS RELIEF WORK and large assortment of BRASS ARTICLES for decorating. Write for special list. Artists' Material Catalogue Vol. 325 mailed on request.



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LET US SUBMIT QUOTATIONS.

RICHMOND, VA.

CORRESPONDENCE SOLICITED



NATIONAL IMPROVED—9 Sizes.
List Prices, \$4.50 to \$8.00.



YORKSHIRE—9 Sizes.
List Prices, \$2.75 to \$5.50.

National Transfer Binders

THE weakest point in the loose leaf system lies in the fact that the transferred sheets *may* become lost when removed from the ledger. In selling loose leaf ledgers, emphasize the importance of using a Transfer Binder from the very beginning.

The National Line of Transfer Binders will supply every regular requirement, and we will make special sizes to meet special requirements.

Have you a copy of our Loose Leaf Catalog?

The National Improved

A N Endlock Sectional Post Binder, bound in Russia and Corduroy, with beveled boards, all metal parts being padded before binding, giving the leather covering added durability. The rubber bumpers keep the ends of the posts from scratching the desk.

The Yorkshire

THE Yorkshire Transfer Binder has the same locking device as the National Improved Transfer Binder, and is built like it except that the binding is in Full Duck, with Leather Corners. Special sizes made to order.

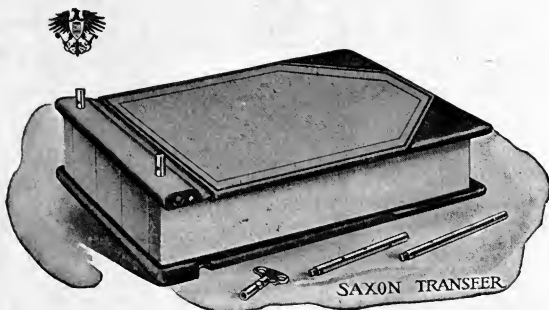
The Saxon

A N Endlock Sectional Post Binder, bound in plain Dark Slate Duck, with corners made of heavy boards. Our best mechanism is used in this binder.

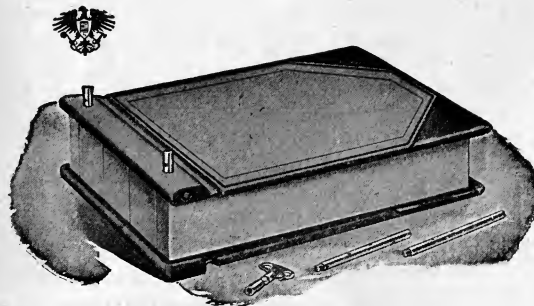
The Utility

A N Endlock Binder, in Full Duck, and corners made of heavy boards and finished in black ink. A duplicate of the Saxon Transfer Binder except that the posts are $\frac{3}{8}$ inches in diameter, set to Solid Post Standard Gauges.

NATIONAL **B**LANK **B**OOK **C**O.
HOLYOKE MASS. U. S. A.



SAXON—9 Sizes.
List Prices, \$2.00 to \$4.00.



UTILITY—6 Sizes.
List Prices, \$2.00 to \$2.75.

ACCOUNTING

Some Principles of Modern Methods—Their Necessity in Everyday Business—Honest and Scientific Accounting.

By M. M. HAYDEN, C. P. A.

Address Delivered Before the Wisconsin Retail Jewelers' Association.

Modern accounting may be defined as scientific accounting practiced in an intelligent and up-to-date manner. From an authoritative dissertation on the science of accounts we have the following:

"Accounts are records of transactions expressed in money. In these records all labor, services and commodities are divested of their divers physical forms and are reproduced in an identical, intangible form, in which form they can be dealt with as factors in mathematical problems. The problems into the solution of which these factors enter are problems for the determination of methods for the effective, economic regulations of the financial affairs of persons, partnerships, corporations and governments."

CORRECT RECORDS THE BASIS.

Correct records of all transactions are a fundamental basis for the effective, economic regulation of the affairs of every person, partnership, corporation and government.

A correct tabulation is not in itself a correct record. A record, to be correct, must be kept in a way to show, by proper grouping, the true relation between every factor involved in costs of living, costs of distribution, costs of doing business and, in the final statement, showing a profit or loss for a fiscal year, or for a period of years. Conclusions, or business and political policies, based upon records that are not correct, must inevitably be unsound.

The conduct of a person, partnership, corporation or municipal body, of a school district, township, village, city, state, or of the federal government, when guided without the information that can be derived only from correct accounts, is necessarily guided by guessing, prejudice and superstition.

There is a wide difference between honest accounting and scientific accounting. One may have a record that will honestly account for every dollar received and expended without having a record that will give any intelligent information regarding the true relation between all economic factors involved in statements of costs or of profits or losses. The records of all accounts should be intelligently grouped to show the economic effect of every factor essential to a true statement of costs or of profits or losses.

THE VALUE OF INTELLIGENT ECONOMY.

Intelligent economy is as essential to success for a person, a partnership, a corporation, or a government, as is skill for an artisan, intelligence for a farmer, scientific engineering for a manufacturer, or correct economic policies for a government. The art of intelligent economy is dependent upon scientific accounting for development and guidance. There is not a person, nor a combination of persons, from a day laborer to the federal government, who cannot make an economic gain by employing a competent accountant, until he can do it himself to group his items to receipts and disbursements in a way to enable him to know when he can economize, when he can get better economic results from his efforts, and a profit over the true entire cost of his living, or of the products or services he sells. Here, more surely than anywhere else, can the fact be demonstrated that money expended for correct education, correct accounting, is put to its highest economic use.

Moral law teaches honesty as a principle. Economic law requires honesty as a practice. Scientific accounting renders honesty possible. There can be no effective economic regulation without scientific accounting. This is true of all regulation. It applies with equal force to the regulation of private affairs by the person interested; to the regulation of partnership affairs by the partners interested; to the regulation of corporate affairs by the shareholders interested, and to the regulation of public affairs by the citizens interested.

SCIENTIFIC ACCOUNTING.

There can be no scientific accounting without grouping of items that will correctly show the relation to each other of every essential economic factor in all statements of costs of living, costs of products, and costs of services, whether rendered by public service corporation or by the government.

At the present time, when the merging of large business interests is the order of the day, I will state, for the benefit of those who may not be acquainted with the fact, that no proposed merger can be satisfactorily completed until after an accounting (covering a certain period) has been made for each individual business interest in connection with the proposed merger. This for the purpose of ascertaining the correct apportionment each individual business interest will be entitled to in the consolidation. Such being the case with large business interests in relation to accounting, it would appear that there is as much, if not more, necessity for the smaller business interests to install (where not already installed) modern accounting principles, particularly if the desire is to create

profits instead of losses, and at the same time meet legitimate competition.

There is no other business interest outside of the jewelry business, unless it is the banking business, wherein the elementary principles of modern accounting, which principles are a correct record of all transactions and a scientific grouping or classification of same.

The Books That Count

In these days of best sellers and flashlight literary celebrities it is gratifying to find an upholder of the old faith on the Pacific Coast, Mr. George Hamlin Fitch, who in "Comfort Found in Good Old Books" (Paul Elder & Company, San Francisco) tells of the pleasure he has derived and others may from certain books. He speaks only of the greatest, and in a genial, unpretentious manner manages to say things worthy of attention about books that every one knows about. No fault can be found with his choice; the Bible, Shakespeare, the "Arabian Nights," "Don Quixote," "The Imitation of Christ," "St. Augustine's Confessions," "The Divine Comedy," "Paradise Lost," "The Pilgrim's Progress," Boswell's "Johnson," "Robinson Crusoe" and "Gulliver's Travels" are acceptable to every man of culture; the classics Omar Khayyam and the Nibelungen may be mere matters of individual taste.

Mr. Fitch tries to encourage reading; he suggests forming little sets of three or four to read together. "To discuss favorite books with congenial associates is one of the great pleasures of life, as well as one of the best tests of knowledge," he says.

Moore's Non-Leakable Pens

Few people realize what an important part Moore's fountain pen has played in the fountain pen business of the world.

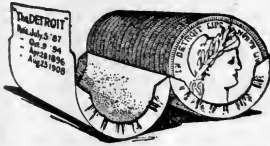
The American Fountain Pen Co., makers of Moore's non-leakable fountain pen, and Adams, Cushing & Foster, sales agents, are Boston concerns owned and managed by Boston men whose constant aim has been to produce perfection in fountain pens. The growth of business in the last five years has been phenomenal. Moore dealers have found that the selling of fountain pens is both easy and profitable. Moore's has so many good points and they are so evident and easily demonstrated that the dealer at once becomes enthusiastic and imparts enthusiasm to his customers.

Moore's is made in five sizes, including the Midget, which is only 3½ inches long, and is a great favorite with the ladies, who carry it in their pocket books or shopping bags where it is ready for instant service.

Every Moore's non-leakable fountain pen has to pass the most rigid inspection before it leaves the factory, and every pen goes from the factory filled with ink, and is shipped all over the world with that same ink in it, the best possible proof that "it won't leak."

THE NELSON CORPORATION
 EXCLUSIVE MAKERS OF EVERY KIND
 AND STYLE OF LOOSE LEAF BINDING
 DEVICE FOR THE RETAIL TRADE.
 RULED AND PRINTED SHEETS FOR SAME
 443 WELLS ST., CHICAGO, ILL., U.S.A.

Mr. Stationery Dealer Don't Miss Your Share



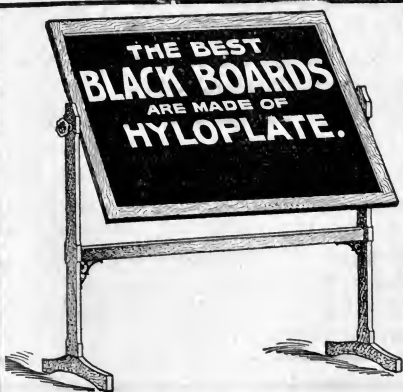
of this trade. We will help you get it by furnishing you imprinted advertising matter of our products FREE

Write us to-day.

The Detroit Coin Wrapper Co.

Detroit, Mich.

Toronto, Ont.



BLACKBOARDS
 Reversible, Portable, Roll-Up, Framed
SLATED CLOTH
 Globes, Alpha Crayon, Erasers and other School Specialties.
 The Original Andrews Dustless Eraser.
WEBER COSTELLO CO.
 Chicago Heights, ILL.
 Successors to School Supply Dept. of A. H. Andrews & Co.
 Chicago, Manufacturers for the Trade only.

N. Y. Silicate Book Slate Co.

20-22-24 Vesey St., New York.



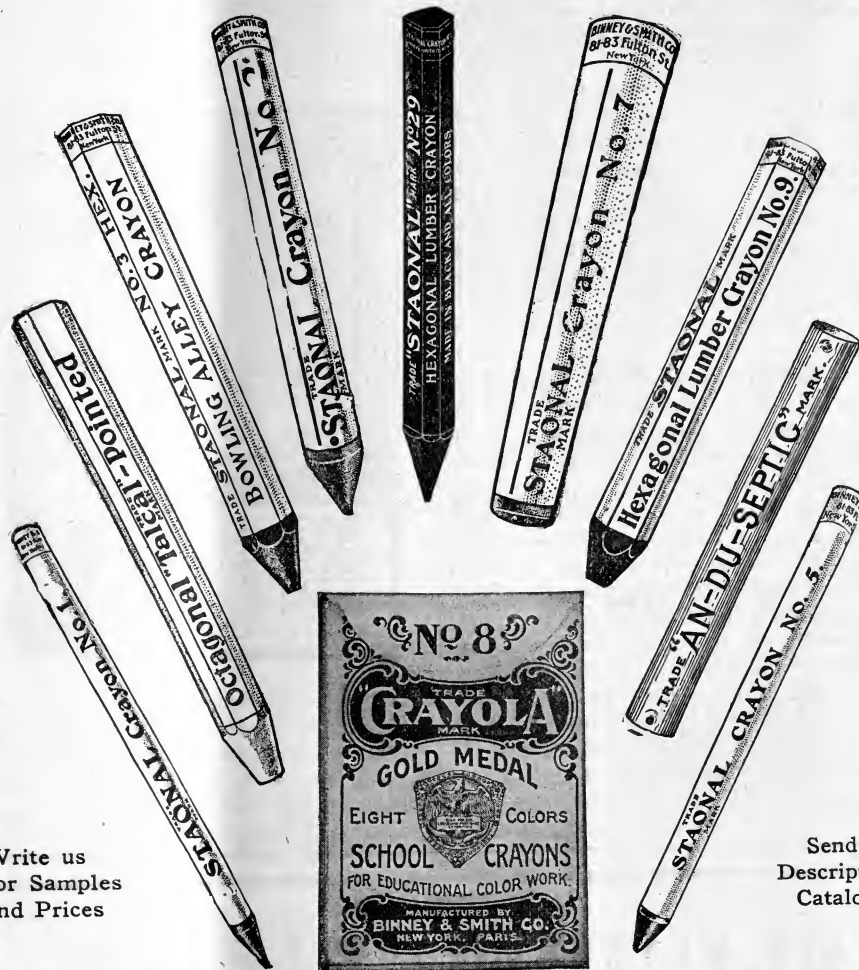
Used in all the public schools of New York for thirty-six years, and most all the Boards of Education in the principal cities. Send for illustrated catalogue, 40th edition, on Silicate wall, roll and revolving blackboards, slated cloth, black diamond slating, book slates, erasers, crayons, crayon holders, easels, blackboard plate in slabs, dividers, pointers, stone slate blackboards, etc. Manufactured only by the

NEW YORK SILICATE BOOK SLATE CO.
 20-22-24 Vesey Street, NEW YORK
 Factory

N. Y. Silicate Book Slate Co

631-633 Monroe St., Corner 7th St., Hoboken, N. J.

CROWNED WITH EXCELLENCE



Write us for Samples and Prices

Send for Descriptive Catalogue

BINNEY & SMITH CO., 81-83 Fulton St., NEW YORK

1912
EXCELSIOR DIARIES

NOW READY



KIGGINS & TOOKER CO.

35-37 Park Place
 NEW YORK

BACK COVER "ADS."

An Advertising Manager Explains His Preference for that Position—Good for Summer "Ads."—Colors Effective.

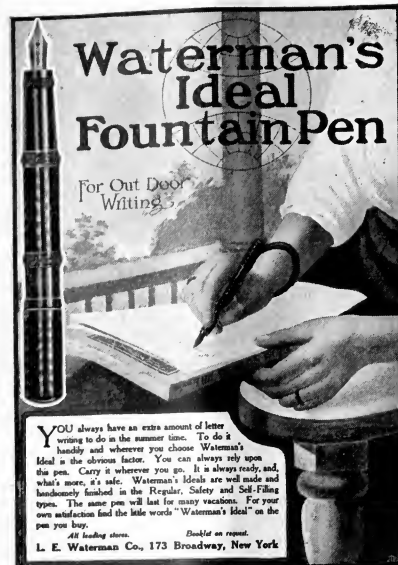
By F. P. SEYMOUR.

Back covers of standard magazines have proven to be good advertising for Waterman's Ideal fountain pens. There is such a limited number of good, standard publications, however, to make way for all large advertisers, that it is especially satisfactory that the use of inside pages proves up so well.

Most all of the designs that the L. E. Waterman Company uses for back cover space would also answer for inside page space, but I do not feel, personally, that one-half of the copy that we use for inside space would do for cover space, even if the same design were produced in colors.

Waterman's Ideal fountain pens are, more or less, a technical line, and frequently require certain lines of copy to be prepared with considerable text matter, which we do not feel to be well advised for cover space. We do feel, however, that there is more than the "flash" principle attached to the use of back cover space. The main "flash" is the trade-mark of the article advertised, and if that is good, and bold and prominent, and can readily be seen from a distance,

I believe the purpose of the back cover space is accomplished on the general publicity idea of "sinking in" the trade-mark. If the trade-mark is bold and the design attractive, the chances are pretty good that the person who is perusing the



pages will read through a certain amount of descriptive or reasonable text matter.

What I like about cover space is to see a good, strong Waterman's Ideal fountain pen trade-mark standing out plainly on the magazines that are read during

travel, or turned back-up in clubs, libraries, etc. Here is a proof of one of our summer cover advertisements which has less text matter than usual for us. We believe that in this advertisement we have struck a pretty good one, in that it has a good force of summer suggestion. (It is reproduced herewith.)

BACK COVER AD WITH SUMMER FLAVOR.

For us, I feel that the second best position in most magazines is the page facing second cover, for, if you have an article of merchandise that has any interest, and appeals to as large a field as do Waterman's Ideals, you can generally get a magazine reader to stop at least a moment for the first advertisement to which he opens up, if it has its power of interest. Beyond that, and perhaps the first advertisement following reading matter, I would have a right-hand page in the advertising section of the magazine mixed in with other large and well-known manufacturers, without further preference.—Printers' Ink.

The Samuel Schwartz's Sons & Co., of New York, was incorporated last week, capitalized at \$36,000. The incorporators are: L. H. Leffler, A. Schwartz, W. Schwartz, W. Schwartz, Jr., all of New York. The company does a printing and publishing business which includes prints, pictures, and works of art.

BEAUTIFUL EASTER OFFERINGS

GIBSON'S of Cincinnati announces the tidings of the most beautiful display of **EASTER OFFERINGS** that has ever been exhibited in this or any other country.

Cards and booklets of uniquely beautiful designs and charming sentiments.

Hand-colored effects predominate. Sepia tones, steel die, embossed photogravure numbers. Easled cards in a diversity of newest styles.

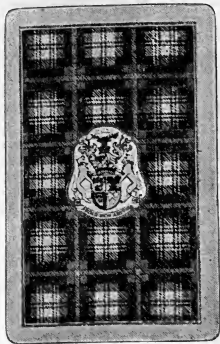
In this line **GIBSON'S** of Cincinnati have set a high mark for future achievement.

THE GIBSON ART CO. :: CINCINNATI

ESTABLISHED 1850

Note:—CINCINNATI. We have no New York Office

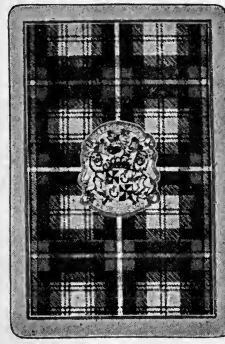
GORDON.



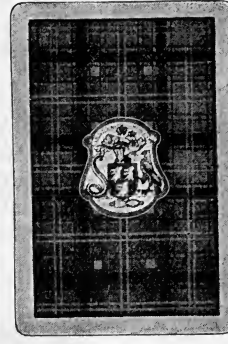
MURRAY.



CAMPBELL.



ROBERTSON.



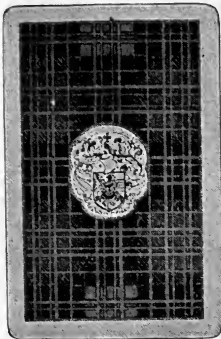
No. 1. BIJOU PLAYING CARDS, GOLD EDGES.

WITH 11 and 12 SPOTS.

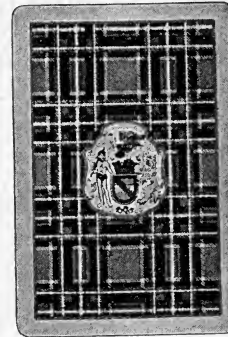
Patented, June 30, 1896.

IVORY OR AIR-CUSHION FINISH.

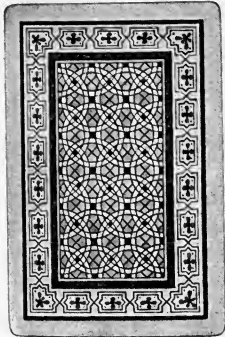
MAC DONALD.



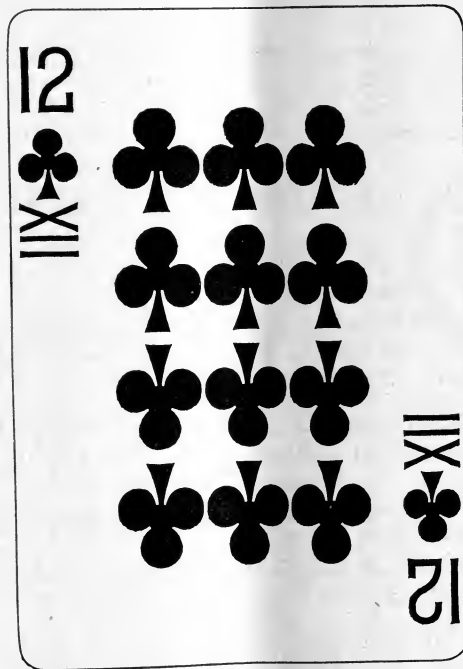
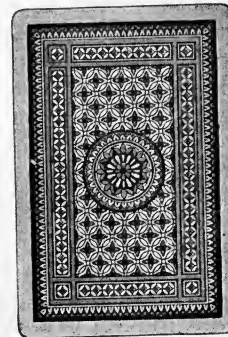
STEWART (PRINCE CHARLES EDWARD).



AUTOCRAT.



BARONIAL.



ACTUAL SIZE FACE CARD.

New BIJOU now ready—SIX CLAN TARTANS, Gordon, Murray, Campbell, Robertson, MacDonal, Stewart (Prince Charles Edward), and the two tapestries, Autocrat and Baronial.

U. S. Whist Size—a dainty card—designs in rich coloring and gold.

\$54.00 list per gross, \$4.50 list per dozen.

For those who desire conventional designs we recommend our No. 500. Five Hundred Playing Cards, with 11 and 12 spots.

THE UNITED STATES PLAYING CARD COMPANY, Cincinnati, U. S. A.

Copyright, 1906, by The U. S. Playing Card Co.

A THOUSAND NEW BOOKS

Indications Are That at Least That Number of Volumes Will Appear in the Autumn—A Longer List Than Usual.

From all appearances the Autumn books will make their arrival this year earlier than usual. Twenty-five confidential lists from as many publishers, which we have been permitted to look over, show in round figures nearly 600 forthcoming pieces of fiction; more than 200 memoirs, histories, and volumes on the sciences and the fine arts, and nearly 250 juveniles, both fictional and instructive. There is also a large array of gift books in the form of artistic or scholarly edited issues of the classics, together with luxuriously illustrated, printed, and bound volumes especially devised for the holidays. Indications are that there will be about 20 per cent. more books issued this Fall than last, that they will appear earlier, and that well-known authors will be more than ever in evidence.

SOME OF THE WRITERS.

Among those whose stories may be looked for at an early date are Robert W. Chambers, Elinor Glyn, David Graham Phillips, William De Morgan, Edith Wharton, Frances Hodgson Burnett, and Morley Roberts; on travel, biography, the sciences, and the arts may be mentioned Dr. William Ernest Castle, Duffield Osborne, Arthur A. Clappe, Edwin J. Dingle, Maxfield Parrish, Esther Singleton, Gilbert K. Chesterton, W. J. Henderson, Arthur C. McGiffert, and Charles Caffin; while long before the Christmas holidays youthful readers will be able to make selections from Joseph A. Altsheler, Garrett P. Serviss, S. M. Barrett, Caroline E. Mason, and a host of others known to nursery fame.

DODD, MEAD & CO.'S CONTRIBUTIONS.

Prominent among novels to be issued in early September will be Anna Katharine Green's "Initials Only," which sees the return of old Detective Gryce to the field of activity; George Barr McCutcheon's "Mary Midthorne," which deals with the romance of a couple of Georgians in an old New England town; David Belasco's own version in novel form of "The Girl of the Golden West," Guy Steely's "Wally," a cosmopolitan tale of air, sun, and dust; C. Ranger-Gull's "House of Torment," a historical romance of the days of Philip II. of Spain, and R. W. Fenn's "The Hidden Empire," another historical romance relating the adventures of a Spanish gentleman amid the jungles of the Orinoco at the time of the Conquistadores, all of which will bear the imprint of Dodd, Mead & Co.

APPLETON'S NEW BOOKS.

Aside from some Appleton items in fiction which have recently been an-

nounced, these publishers are to have toward the end of September George Gibb's "The Forbidden Way" and Joseph C. Lincoln's "Cap'n Warren's Wards." Apropos of another Appleton author, Robert W. Chambers, whose "The Common Law" will appear this month, the editors of the *Cosmopolitan*, in which the story is appearing serially, have been obliged to come to the rescue of the heroine and point out that there is a broad difference between a young lady imagining that she can sweep aside the conventions of centuries and her actually doing so and becoming a martyr of love, unbound by either law or the church.

HOLT & CO.'S ARTISTIC VOLUMES.

Henry Holt & Co. are making their first considerable venture in the line of decorated booklets in issuing with Arthur L. Humphreys, of London, the attractive little "Watteau Library," features of which are photogravure head and tail pieces and decorated title, deckle edges, and a 16mo. size. But of more pronounced artistic as well as intrinsic value is a volume which the Holts are preparing from the pen of Duffield Osborne, author of "The Lion's Brood," and editor of Livy's "Roman History," which will be called "Engraved Gems." The work deals with signets, talismans, and ornamental intaglios of history, besides imparting some knowledge concerning the work of gem cutters both here and abroad. With 32 plates some 700 gems are displayed, to say nothing of the technic of the art, illustrated by line drawings.

PUBLICATIONS OF DUFFIELD & CO.

Duffield & Co. will issue next month an anonymous tale, which they tell us deals with "quiet courage and self-restraint in an unusual manner." The title is "Children of the Night." Their imprint will also be found on a novelization of W. Somerset Maugham's clever play in which John Drew made such a pronounced success. This is "Smith," and the "novelizer" is David Gray, well known for his "Gallops" and "Mr. Carteret." A new volume with elaborate illustrations on "Furniture," by Esther Singleton, so well known through her compilations from master critics on pictures and architecture, will also come from Duffield & Co. in September.

THE BOOK OF BURIED TREASURE.

A true history of the gold, jewels and plate of pirates and Spanish and Portuguese galleons will form a sort of vademecum for the treasure hunter when "The Book of Buried Treasure," by Ralph D. Paine comes from the press of Sturgis & Walton Company. It is quite comprehensive, dealing from the search for El Dorado to the exploits of Capt. Kidd.

WITH MACMILLAN'S IMPRINT.

In order to bring Owen Wister's "The

Virginian," which was issued nine or ten years ago, up to date, the Macmillan Company has secured some new pictures for it from both Charles M. Russell and Frederic Remington. The Macmillan imprint will also be found on a story of the adventures of some jugglers during the Franco-Prussian war, written by the author of "The Ladies' Battle." Molly Elliot Seawell calls her new romance "The Jugglers."

BY THE CENTURY COMPANY.

Jean Webster, well known to many readers by her "When Patty Went to College," has another story in which the same heroine figures. The Century Company has it in press. It is called "Just Patty," and therein will be found that Patty, still in college, is just as full of the joy of living, fun-loving and ingenious mischief as ever. By contrast may be mentioned "The Changing Chinese," by Edward Alsworth, illustrated from photographs. The volume is a close and delicate study of the modern Chinaman, and during the publication of certain of its chapters serially in the *Century Magazine* it received very high praise at the hands of students of the Far East and of international affairs in general.

NOVELS BY JOHN LANE CO.

Three novels promised for next month by John Lane Company are: "Earth," by Muriel Hine, author of "Half in Earnest," a "society novel," describing the awakening of a pure young girl to the realities of life and what they mean; "The Matting of Anthea," by Arabella Kenealy, disclosing a new and original method for the education and training of the twentieth-century woman as exemplified in Anthea, the doctor's ward, and "Henrietta," by Ella Heath. The latter is a novel of child life in New York. The heroine is the eleven-year-old daughter of a dramatic critic, and, with her brother, causes her parents many anxious moments. The two children, in their various humorous pranks, recall those two delightful creations of a few decades ago, "Helen's Babies."

REPRINTS BY HARPER BROTHERS.

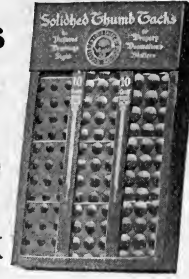
The following have just been reprinted by Harper & Brothers: "The Old Herick House," by Ellen Douglas Deland; "Four for a Fortune," by Albert Lee, and "Adventures of Uncle Sam's Soldiers."

BOOKS OF STURGIS & WALTON CO.

"The Heart of Youth and Poems" is the title of a verse anthology edited by Jeanette Gilder, with an introduction by Frances Hodgson Burnett, which will be published this Fall by the Sturgis & Walton Company. The volume will include verse "gay and grave for young people." Another volume of poetry will be "A Little Book of Home-Spun Verse," by Margaret Sangster. During the season



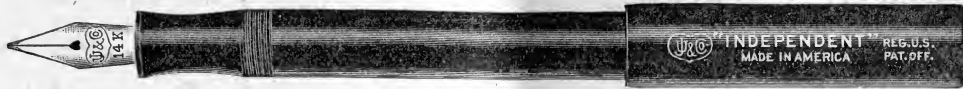
It's the Solidhed Display That Sells Tacks



HAWKES-JACKSON COMPANY, Makers, 38 Murray St., NEW YORK

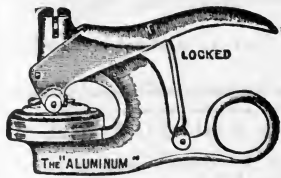
"INDEPENDENT" SAFETY FOUNTAIN PEN.

\$1.50
With No. 2
Gold Pen.



\$2.00
With No. 5
Gold Pen.

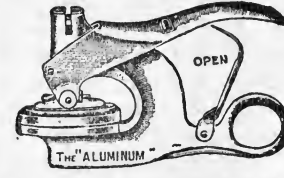
THIS PEN CAN BE SAFELY CARRIED IN ANY POSITION. NEW IDEA CAP LOCKS PEN WHEN NOT IN USE. ALL PURE RUBBER AND 14 KT. SOLID GOLD PENS. WRITE FOR OUR LATEST CATALOGUE OF "VULCAN," "INDEPENDENT" AND "JUCO" FOUNTAIN AND STYLOGRAPHIC PENS; AND LOWEST TERMS TO THE TRADE. 27 THAMES STREET. J. ULLRICH & CO. NEW YORK CITY



WE NOW FURNISH A NEW PATENT LATCH LOCK WITH THE MOST POPULAR **POCKET SEAL** ON THE MARKET

The "ALUMINUM"

WEIGHS ONLY 10 OUNCES SIZE OF DIES 1 1/2" DIAMETER



Sold by All Up-to-Date Dealers, or Write to

MEYER & WENTHE, Engravers, For Trade Discounts, 31 N. Dearborn Street, CHICAGO

To Fully Appreciate Quality

the user of catalog cover-stock must examine our attractive line of samples to appreciate the vast difference "to the good" found in our product.

CORDOVA SUPER COVER

must be examined and impartially judged alongside of other good catalog covers to prove to the user its unusual excellency.

It has the looked-for lasting service and protection to catalogs, booklets, or large directories. Samples will prove our quality claims. Why not look them over?

Detroit Sulphite Pulp & Paper Co., Makers of Papers of Strength, Detroit, Michigan



IT'S THE "WEARING QUALITY" SERVICE

That Makes Our Playing Cards Most Popular



The American Playing Card Co.'s products have the proper slip, perfect finish and elasticity, that makes dealing satisfactory and the evening a pleasure.

We manufacture all grades—from a cheap Steamboat to a fine illuminated back card in four and five colors. Have a large and varied assortment of designs to select from.

Closely associated with one of the largest and best known paper mills in the country, our special stock is grade for grade unequalled by any other manufacturer. Samples and prices on application.

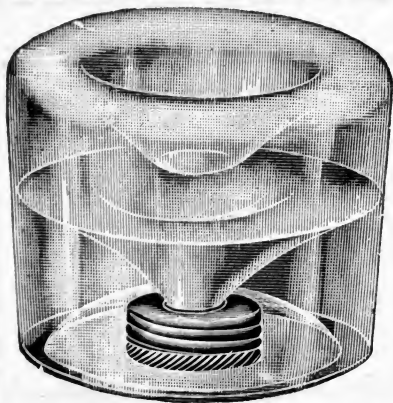
THE AMERICAN PLAYING CARD CO., Kalamazoo, Mich., U. S. A.

will be published a profusely illustrated volume by Xavier Paoli, entitled "Their Majesties as I Knew Them." For twenty-five years the author was given the duty of guarding the persons of monarchs who go to France for recreation. Drawing on this experience, the book contains the author's personal recollections of fifteen emperors and kings, a half dozen empresses and queens, and many grand dukes and princes of the blood.

A volume of famous theatrical romances will be brought out next month by Duffield & Co. It is "Great Love Stories of the Theatre," by Charles W. Collins. The heroines in every case are ladies of the theatre, from Nell Gwyn to women of later periods. The heroes are led by Charles II of England, followed by Alfred de Vigny, Napoleon and others. Mr. Collins has paid due regard to the historical interest attached to the romances. He has also provided a number of illustrations. In October will appear also from Duffield a similar volume, entitled "Royal Romances of Today." It is by Kellogg Durland, who presents personal sketches of the Czarina of Russia, Queen Elena of Italy, and Queen Victoria of Spain. The pictures are reproductions of photographs taken by the author himself in the palaces he visited.

A new and cheaper edition of H. E. Krehbiel's "Chapters of Opera," is down for October publication by the Holts. This history of opera in New York, from its earliest times to Hammerstein's recent seasons, will have over sixty illustrations. The Holts will bring out in a few weeks a revised and enlarged edition of Edward Everett Hale, Jr.'s "Dramatists of Today," which made its first appearance in 1905. In the forthcoming volume will be discussions of new plays by Maeterlinck, Pinero and Bernard Shaw, in addition to the original chapters on Hauptmann, Sudermann, and

NO RUBBER PARTS TO GET OUT OF ORDER



THE PARAGON SAFETY INKSTAND will not spill if upset; will not leak. To clean, unscrew the cap. The Paragon of Safety Inkwells.

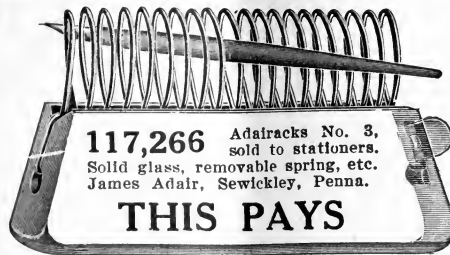
FRANK A. WEEKS MFG. CO., 93 JOHN ST., NEW YORK

Stephen Phillips, as well as "The Note on Standards of Criticism," and "Our Idea of Tragedy."

E. T. Cook's "The Life of Ruskin," in two fat volumes, is to be published by the Macmillan Company. The author will be recalled as one of the editors of the definitive edition of the works of Ruskin issued in this country by Longmans, Green & Co. The Macmillans also have in preparation a new and cheaper edition of the authorized translation of "Princess Helene von Racowitza: An Autobiography." A two-volume edition of John Morley's "The Life of Gladstone" will also bear the Macmillan imprint this Fall.

WHAT THE PUTNAM'S WILL ISSUE.

The Putnam's will have ready in September "The New Italy," by M. E. Wood, being an exposition of the present political and social conditions, translated from "La Terzaitalia" of Frederico Garlanda. In her preface to the book Miss Wood explains that the Italian author was obliged to publish it under a pseudonym, for it contains so sharp an attack upon the Italian government and its methods that the author thought it well to shift the responsibility to the shoulders of an imaginary foreigner. For this reason comparisons are drawn between the American and the Italian way of doing things—a method of treatment which should arouse the interests of Americans. The same publishers will also shortly have ready an additional volume in the Connoisseur's Library,



THIS PAYS

The Host

of Visiting Buyers (The Trade Umpires) who have called at our sample rooms thus far this summer have pronounced our line of Tally and Place Cards the "Best Attempt." There's a good Reason Why. Are we acquainted? Samples on request. No catalogues.

LEUBRIE & ELKUS

18 E. 14th St. New York

Jewish New Year Cards

SOLD BY

Thompson Smith Company
263 Fifth Ave. New York

Write for Samples

Engraved in Hebrew
and English

PRICE \$2.50 PER 100

Gold Beveled Cards or Folders each in an envelope.

WANTS AND FOR SALE.

Minimum rate for advertisements of this class, first insertion, one dollar.

Situations Wanted, \$1.00 for 25 words or less one time, and 50 cents for each subsequent and consecutive insertion of same ad. Over 25 words, 4 cents a word for each insertion, and 2 cents a word for each subsequent insertion of same ad.

Help and Miscellaneous Wants, \$1.00 for 25 words or less, each and every insertion; over 25 words, 4 cents a word each and every insertion.

Answers can come in our care, and will be promptly forwarded without extra charge. All should be sent to the New York office, 150 Nassau Street.

Cash must accompany order.

YOUNG MAN WANTED. Experienced as inside and outside salesman, with knowledge of books, stationery and office supplies, in up-to-date store in growing New England city. Good chance for advancement. State age, experience and present position. Address C. F. D., care American Stationer.

A NEW bank item selling \$40 to \$500 and up. Salesman having established routes will find our proposition attractive. Give your territory and references. The Merrill Co., Eugene, Oregon.

A MERICAN, 35, wants position, salesman and window trimmer. Nine years' experience in book, stationery and periodical store. References. B. H. Algers, 293 Columbus Ave., Boston, Mass.

WANTED—COMPETENT HOUSE SALESMAN and correspondent, with a thorough knowledge of printing, lithographing, commercial stationery, etc. Give references and state age, experience and salary required. M. L. Bath Co., Limited, Manufacturing Stationers, Shreveport, La.

ENGRAVER on steel and copper can buy and earn an interest or ownership in a well known plant established 10 years, doing all kinds of engraving, plate printing and embossing in an Eastern city of 400,000 population; good opening for the right party. Address Engraver, care American Stationer.

Having sold my interest in the Hoge Mfg. Co.

I want exclusive agency for Boston, New York, Philadelphia, Baltimore and Washington. Am known to retail and jobbing trade.

Hampden Hoge,
108 Fulton St., N. Y.

entitled "Illuminated Manuscripts," by J. A. Herbert and Evelyn Underhill. There are fifty plates illustrating the development of the art in the Byzantine, Carolingian, Gothic, and later mediaeval schools down to its decay about the beginning of the sixteenth century.

Several books of travel and observation make an unusual appearance this Fall and, while too late to direct tourists this season, may still revive pleasant reminiscences. For example, a translation has been made for the Duffields of M. Cain's book, "By-Ways of Paris." It is set off with some excellent illustrations. Then there is Edwin J. Dingle's "Across China on Foot," profusely illustrated with photographs, which is promised by Henry Holt & Co. The author is a journalist, who, in 1909-10, went through China from Shanghai, 1,500 miles by river, and 1,600 miles walking overland to the frontier of British Burma. A conspicuous feature of the text is its revised spelling. "With Pack and Rifle Through Trackless Labrador," by H. Hesketh Prichard, is offered by the Sturgis & Walton Company. The book while fascinating to the general reader, in accordance with his likes, is particularly fashioned for sportsmen, naturalists, and travelers of the wild. The illustrations, curious and informing, are the results of the author's own camera.—New York Times Book Reviews.

PERSONALS

D. W. Beaumel, of the firm of D. W. Beaumel & Co., manufacturers of fountain pens, 35 Ann street, New York, has returned to his office after a week's trip to Chicago and intermediate points.

W. J. Anderson, of W. J. Anderson & Co., stationers' specialties, 341 Broadway, New York, arrived home last week on the steamer Olympic after a nine weeks' pleasure trip abroad. He has been one of the busy men around town since his return, as his many friends are glad to have him back and have either held him up in his office or on the street.

Mr. S. E. Hilles, president of the Samuel C. Tatum Co., has just returned from a very pleasant trip via Chicago, the Great Lakes and the St. Lawrence River to Quebec and then via steamer to New York. It was merely a pleasure trip with a little business thrown in.

M. S. Dimmitt, of the Samuel C. Tatum Co., is now on a trip through the Northwest and down the Pacific Coast, carrying with him a full and complete line of the well known "Tatum" goods.

J. A. G. Pike is now with Mabie, Todd & Co., 17 Maiden lane, New York, makers of the Swan fountain pen. He covers New York City for the house. Mr. Pike was for three and one-half years with the Dennison Manufacturing Company.

L&C Hardtmuth's
KOH-I-NOOR
PENCILS

CATCH TRADE WINDS

BECAUSE: THEY POSSESS REAL MERIT
AND MERIT WINS EVERY TIME

They draw business to a store, as they are the most dependable, and therefore the most satisfying pencils made. The best investment any stationer can make is to keep a full supply always on hand. Made in 17 degrees from 6 B to 9 H.

We can fill your orders, large or small.

KIMPTON, HARBOTTLE & HAUPT
IMPORTERS
130-2 William Street
New York

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Notes on New Books

Most Popular Books

The New York Public Library, circulation department, reports books most in demand, excluding fiction, for the week ending August 23 as follows:

Carleton's "One Way Out."
London's "Cruise of the Snark."
Bennett's "How to Live on Twenty-four Hours a Day."
Chardenal's "Complete French Course."
Shaw's Plays.

Laws and Other Laws

John Parkinson has put good work into his novel, "Other Laws." (John Lane Co., \$1.25.) It contains well-drawn striking characters: Hawkins and Robinson, African explorers; Angela Phillips, working for her Doctorate in Science, and living "in an atmosphere of comparative anatomy"; Mr. Massey, an apostle of the commonplace; Cross, an enthusiastic journalist, and Caroline Blackwood, the woman of destiny.

There are vividly drawn African scenes and well constructed dialogue; but in its love story the book seems singularly futile, not to say pernicious. One fails to find excuse for the heroine's marriage or for her breaking the bond. The world will come to a pretty pass when all wives of work-absorbed men desert them for more companionable spirits.

The "Other laws" under which Caroline and Hawkins ranged themselves cannot be justified by any code of ethics. The protagonists of the tale made a mess of their lives by needless misunderstandings, and so, from first to last, fail to command the reader's sympathetic interest.

A Pirate for Boys

As a story of piracy, "Captain Black," by Max Pemberton (G. H. Doran Co., \$1.20), leaves nothing to be desired. An arch-pirate is the hero, outlawed of every nation, but possessed of a submarine years ahead of the known invention, by means of which he eludes the navies of the world; a man who would have been dear to the heart of Tom Sawyer. The author leads this doughty captain from one perilous adventure to another, and the young reader will be glad to leave him still escaping his just deserts.

The story is told in the first person by Mark Strong, whom the captain holds an unwilling guest on his wonderful ship. But from the lips of an eye-witness, the adventures recorded gain vividness and reality. One can well imagine the ab-

sorbed interest with which they will be read by boys of the age at which every youth feels himself a potential "Red Rover of the Spanish Main."

At the Heart of Things

The Songs of "Cy Warman" (Rand Avery Co., \$1) make no high pretense. They celebrate the little things of every day, and such plain, permanent emotions as love of woman, of home, of children, of the broad Western landscape. We realize with something of a shock how far we have strayed from the ideals current not so many years ago, when these songs—not one of them great poetry—strike us as something fresh and new and almost surprising. They are the speech of a generation whose men did not love women without desiring to marry them; whose children played house or Indian according to sex and inclination, instead of being "boosted" from the cradle into the higher mathematics; whose poets respected the proprieties of rhyme and did not run after strange meters; a generation of honest sentiment, of sturdy friendships, free from over-subtlety and entente.

Hauptmann's "Weavers"

Of all the modern German dramatists Gerhart Hauptmann appears to be the most alien to the English-speaking theatre. Fulda, Heyse, and Sudermann have won favor in this country, but Hauptmann remains for the most part a closet dramatist. True, his "Hannele's Dream" and "The Sunken Bell" have been produced here, but with only that degree of popularity which entitled them to be called "artistic successes." In other words, they lacked in genuine and wide appeal.

The weavers, incited by a returned soldier and one of their own number more fiery than the others, sack and pillage and wreck, and the curtain falls on the shooting of the only weaver who remained loyal to the employers. On one side are unmitigated distress and suffering; on the other, equally unmitigated greed and oppression. And not one of the characters fails to talk at great length.

But when this is said, it must still be admitted that the play is absorbingly interesting and carries the reader from scene to scene with an insistence which cannot be escaped. It could not be successful on the American stage, partly because of its construction, partly be-

cause of its subject matter. The present translation, by Mary Morrison, is well done, and the book is a valuable addition to Hauptmann's "theatre" in English.

Songs of Strong Men

The paragraph in the front of "The Tents of Trouble," by Damon Runyon (Desmond Fitzgerald, Inc., \$1), in which the author acknowledges his indebtedness to various periodicals for reproduction of the verses included in the volume, is a very good measure of their quality. The publications in question range from The Century and Harper's to the New York World and the New York American—and so do the poems. Though all of them remind one of Kipling, they have a freshness and originality—often a crudeness not wholly disagreeable—of their own.

A Gospel Monogram

Sir W. J. Herschel, Bart., has done a somewhat unusual piece of work in his "Gospel Monogram." (E. S. Gorham, New York, \$2.) Attempts have often been made to construct as "harmony" of the four Gospels by arranging the contents of the different narratives in parallel columns. Here the attempt is made to combine the results of such a "harmony" in one continuous narrative or "monogram." On the right hand pages is given a harmony, and on the left hand pages the resulting continuous narrative.

Of course the construction of such a narrative involves many disputed points, which must be settled according to one's private judgment. But Sir W. J. Herschel seems well equipped for his task, and the result will be of interest not only to the scholar but also to the general reader who wishes to see the full contents of the Gospels given in continuous sequence.

A Politician's Wife

"To Lose and to Cherish," by Eliza Calvert Hall (Little, Brown & Co., Boston, \$1), is an idyllic story of Kentucky mountain folk; but it is built on no stereotyped formula for such stories. Reuben Ward and his wife, Mary, are simple people, born and bred in the mountains, but what the story tells of them would be true—is true—of any truly human man and wife of any breeding, blood or birth, or social experience, anywhere. It is an imaginative story of the soul, and has universality.

Reuben is a lawyer. When the story opens he is a power in the state politically. His party seems to need just him for the sake of harmony. He is popular with the farmers and carries the mountain vote in his pocket. His party leaders call on him to run for the governorship. Mary—the author's picture of her



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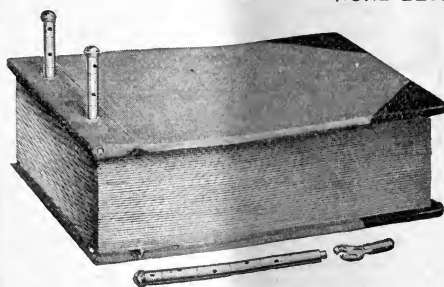
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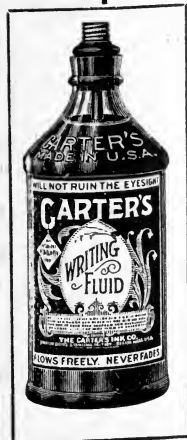
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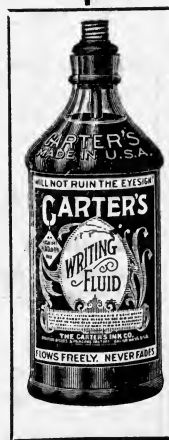
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is delightful—is tied to her simple thoughts, speech, and ways of life. Whenever Reuben has served in the state legislature she has always stayed at home with her children and the hired girl in the pretty cottage with the mountains behind it. She wants Reuben to be governor, but she knows it is quite impossible for her to be governor's lady.

Too High a Climb

The heroine of Gertie de S. Wentworth-James's story, "The Price," (Mitchell Kennerly, \$1.35) is represented as being a very clever and capable woman, in a managing, climbing sort of way. Her ambitions are all for social prestige, and she hauls herself up the ladder, round by round, with great dexterity and success. One may hold any sort of an opinion one pleases as to the value of effort expended in that way, but there is no denying the fact that to succeed as a social climber requires no small amount of mental capacity of several sorts and particularly does it demand a goodly endowment of shrewdness and of the ability to gauge and handle human nature. Therefore the stupidity and gullibility of Mrs. Arthur Enniscourt when a woman visits her and pretends to be her husband's first wife, supposed to be dead, are quite beyond belief. Mrs. Enniscourt pays her to keep quiet and herself does some rather shady things in the effort to raise money enough to meet the blackmailer's demands.

Seamanship, Courtship.

As the sub-title indicates, "The Magic of the Sea, or Commodore John Barry in the Making," by Captain James Connolly (B. Hedder, St. Louis, \$1.50) is a novel of the species historical—a fact which certainly would not be suspected from the title proper. A still more opposite name might have been "The Adventures of Shane Ronan." This young Irishman, who had been Barry's fellow villager and playmate in the old country, rather than Barry himself, is the hero of the story. Barry is already captain of a Colonial West Indiaman when Shane, whose father is a fisherman, sets out to make his fortune. He ships, for parts unknown on a vessel which turns out to be a privateer. Its captain is Irish, but it flies the French flag, and is presently sunk by a British frigate.

Shane is almost the only one to escape and is at once impressed into the British service. He deserts in the Barbados, and has the luck to find refuge on the ship of his old friend Barry. The result is a long prosecution of Barry and his protégé by the British authorities. Shane is recaptured, escapes, and is recaptured again, and suffers the brutal discipline of the eighteenth century man o' war.

But the American Revolution is breaking out. Philadelphia is Captain Barry's home port and Barry and Shane are both active in the war that follows. The part played



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109-111 Leonard St., New York Republic Bldg., Chicago, Ill. 220 Devonshire St., Boston, Mass. 4000 Laclede Ave., St. Louis, Mo.

by the American Navy has been less celebrated in fiction than the exploits of the army, and this is a spirited, though, in some respects, crude, attempt to show how important and how picturesque that part really was. There is an English naval lieutenant, one Lord Vashon, who capably fills the rôle of villain. Indeed, he is so thoroughly villainous as to give a somewhat melodramatic cast to the incidents in which he is involved.

He is Shane's enemy in the first place, because it is from his ship that Shane has deserted; and, in the second place, because they are (somewhat probably) rivals for the hand of a certain beautiful Macha Nixon. Of course, the villain's plots and crimes come to naught: Macha was born for the young Irish-American patriot. Their marriage was made, if not in heaven, at least in the opening chapters of this book, and it is duly effected when the war is over, and Macha feels that she can unbend from patriotism to the level of domesticity. The story would bear cutting and revising.

Stability From Foreign Trade

One of the greatest stabilizing influences in a manufacturing business is a

considerable, constant volume of foreign trade, says the "American Machinist." It serves like a balance wheel to reduce the shocks of retrenchment and financial panic at home. When the reservoir of incoming orders is fed only from domestic streams, the supply is in much more serious danger of being diminished, or checked altogether, than if some of the feeding channels rise in foreign markets. While great financial panics are usually world-wide, they are not usually simultaneous in various countries. Thus, the probabilities of a continual flow of orders in spite of business difficulties, if these orders come from both domestic and foreign sources, is much better than if the home market takes the entire product.

This great fact was illustrated during the panic of 1907 by the experience of an American firm manufacturing files. Some 60 per cent. of this firm's business is for export, with a great deal for the Far East. So when many American manufacturers were curtailing output and had almost no orders on their books, this particular firm could snap its fingers at American conditions and keep its plant busy filling the orders from abroad.

Undoubtedly one of the greatest stabil-

izing influences that can be brought into the machinery-building industry is export trade.

Winning Girl and Desert

Some years ago, four or five, the Colorado River, after the erratic manner of Western streams, grew tired of its old bed, and, in the course of its search for a more satisfactory channel, threatened with destruction that newly reclaimed corner of the desert down in Southeastern California called the "Imperial Valley." President Roosevelt sent an urgent appeal to Congress to supply ways and means for the harnessing of the "bronco river," and the newspapers all over the country published pictures of the scenes in the overflowed and threatened district. And it is but a little more than a year since President Taft sent another pressing message to Congress telling of the need of more money with which to restrain the menacing Colorado.

Harold Bell Wright, whose three previous novels dealing with the Ozark Mountain region have enjoyed great popular success, in his next book, "The Winning of Barbara Worth" (The Book Supply Company, Chicago, \$1.30), tells the story of what that portion of the

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desert was like before man forced the Colorado River to make its sands as fertile as the delta of the Nile and of what toils went into the making. There was a girl in the story, a girl who is found in the first chapter, a tiny child, lost and nearly dead in the desert, by the men who afterward take a big share in the desert's reclamation.

Unhappy "Perpetua"

There is much of unusual charm about the story of "Perpetua," as told by Dion Clayton Calthrop. (John Lane Company, \$1.30). The heroine is introduced as a seven-year-old model for "the altogether," who, left motherless and apparently fatherless, adopts as a father the young Irish painter for whom she has posed. Their careless, happy life together, their talks, their journeys, the queer people they know, a circus with which they wander in France (its managers suggestive of the Vincent Crummies family), all are portrayed in a fascinating way and make delightful reading.

By and by, also for Perpetua and for the novel, her guardian puts her into a convent school, and then and there end her good times—and ours. She becomes morbidly religious; under a grotesquely perverted sense of duty she marries a dissolute wretch, breaking the heart of the devoted guardian who has become her lover and whom she loves; oblivious, too, of the fact that no other duty was even to be considered as compared with that owed him. Her father appears upon the scene, poisons the husband, and contrives that she shall be suspected—in short, a charming tale of sunny atmosphere and lovable folk degenerates into absurd melodrama, as from the title of one of his chapters the author himself seems to recognize. The close attempts to make all right, but it is too much like trying to restore the lost bloom to the grape. The best one can do is to forget the last hundred pages, and read the rest over again.

A Collector of Angling Books

Daniel B. Fearing, of Newport, R. I., upon whom Harvard University recently conferred a degree, is probably the most noted collector in the world of books on angling. He has an invaluable connection of first editions of Izaak Walton's works and a number of his manuscripts. His library contains about ten thousand volumes in seventeen different languages, the subjects ranging from the catching of trout to the taking of whales. It is understood to be Mr. Fearing's intention to publish a catalogue of his books as "A Contribution to the Bibliography of Angling, Fishing and the Fisheries." Mr. Fearing, by the way, is an ex-Mayor of Newport.

A MONEY MAKER!

For Every Stationer.

THE AMERICAN STATIONER

BELOW ARE A FEW QUOTATIONS FROM HUNDREDS OF LETTERS FROM ALL OVER THE COUNTRY, WHICH COME UNSOLICITED FROM SUBSCRIBERS TESTIFYING TO THE GREAT VALUE OF THE STATIONER

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The Caldwell-Sites Company, who recently opened another store in Bristol, Va.-Tenn., write from Roanoke: "Enclosed find check for \$4 to cover subscription to THE STATIONER for our Roanoke house, and also please enter subscription to Caldwell-Sites Company, Bristol, Va.-Tenn. THE STATIONER has been a very important factor in our business here, and we feel that we must have it in our new business."

A Great Help

Hunt and Fossel, S. en C., Mexico, D. F., write: "Your paper is a great help to us in keeping us informed of the changes in the stationery trade and the new articles which are produced and which may be profitable for us to handle in this country."

It Increased His Profits

Mr. M. E. Carlton, Flint, Mich.: "I took your journal last year, and I made more money that year than ever before. I take pleasure, therefore, in renewing my subscription."

Never Begrudges the Money

Diefendorf and Walters, Fort Plain, N. J., write: "Enclosed find our check for \$2.00, to renew subscription to AMERICAN STATIONER for another year. We never begrudge the money spent for your publication."

Appreciates Its Usefulness

E. J. Goldsmith, of Goldsmith Brothers, San Francisco, writes: "I enclose post office order for \$2 to pay subscription to THE AMERICAN STATIONER for one year. I always find matters of interest in it and appreciate its usefulness."

Will Always Want It

The Chico Book Store, Chico, Cal., writes: "We shall want THE AMERICAN STATIONER for another year, and for as many more as we may be in the stationery business."

A Subscriber Since 1879

Mr. S. Brett, of Muskogee, Oklahoma: "I commenced reading your Yellow Back Publication in 1879, and have been a continuous subscriber and reader of your publication ever since. Generally I am not given to reading yellow back literature, but I must say I enjoy yours. Enclosed find draft for \$2 for another year."

Last to Be Dispensed With

The Alpha Beta, New York City, write under date of November 6th, '08: "We have been retrenching all this year and cutting down expenses, but the last item on the list of things that could be dispensed with was THE AMERICAN STATIONER. Then it would be time to shut up shop."

Gives Great Returns

The Jacksonville, Florida, Book Store, in renewing subscription, writes: "We take great pleasure in renewing our subscription to THE STATIONER. We wish that all our expenses for advertising gave us the returns that THE STATIONER does. There is some one thing in every issue worth the price of a year's subscription. It affords us a great deal of pleasure to say that we could not get along without it."

A Subscriber Thirty-five Years

Mr. George W. Green, Newburgh, N. Y., in renewing his subscription, writes: "You see I am still at it sending you annually my check for \$2.00 for THE STATIONER. This must be about thirty-five years I have been doing this thing. Well, it pays and the paper is worth the money and more every time."

Cannot Afford to Do Without It

The Centralia Book, Stationery and Printing Company, of Centralia, Ill., writes: "We cannot afford to be without THE STATIONER, so enclose \$2.00 for another year's subscription."

Helps to Success

T. H. Dunstan, Missoula, Mont., writes: "I am just opening up again, and, of course, must have THE AMERICAN STATIONER to help me along to success. Enclosed please find \$2.00 for a year's subscription."

Classed Among the Necessities

E. H. Schanwecker, with A. W. McCloy Co., Pittsburg, Pa., writes in renewing subscription: "With me THE STATIONER is classed among the list of necessities and not among the luxuries."

Can't Do Business Without It

Shea, Smith & Co., one of the biggest manufacturing and wholesale stationers in the West, writes: "We failed to receive a copy of the October 29 edition of your very valuable paper. Inasmuch as we feel that we cannot do business without it, we will be obliged if you will send us a duplicate copy."

One Page Worth Several Years' Price

The Mercantile Paper Company, Montgomery, Ala., in renewing their subscription, write: "We have never lapsed since we have become subscribers, as we find at times one page of your paper gives us more information than we pay for several years' subscription."

Misses It Much

J. T. Peacock, Seattle, Washington, says: "I miss THE STATIONER when it fails to arrive on time more than any other paper I read."

Always on the Lookout for It

The Hershberg Company, Atlanta, Ga., write: "It gives us great pleasure to renew our subscription with you, as we are always on the lookout for THE AMERICAN STATIONER."

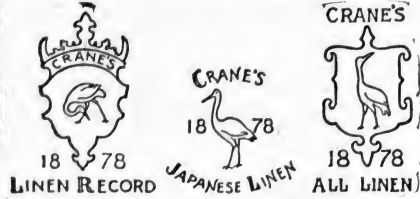
Ad. Brought Flood of Inquiries

The Huntingdon Bank Book Company, Huntingdon, Pa., write: "The advertisement we put in THE AMERICAN STATIONER has brought us so many inquiries that we are unable to get out enough sample lines to meet the inquiries."

Better With It

James Q. Browne, Springfield, Mo., in renewing his subscription, writes: "I could get along without THE AMERICAN STATIONER, but I can get along better with it."

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